BROADCASTING TELECASTING

DETROIT PUBLIC LIBRARY
TECHNOLOGY DEPT
5 PUTNAM DR
DETROIT 2 MICH

BUSINESS & FINANCE
DETROIT PUBLIC LIBRARY

PUBLIC LIBRARY
JAN - 9 1952
DETROIT

TECHNOLOGY DEPT.

WITH

in Baltimore is pleased to announce that

effective February 1st, 1952, its new

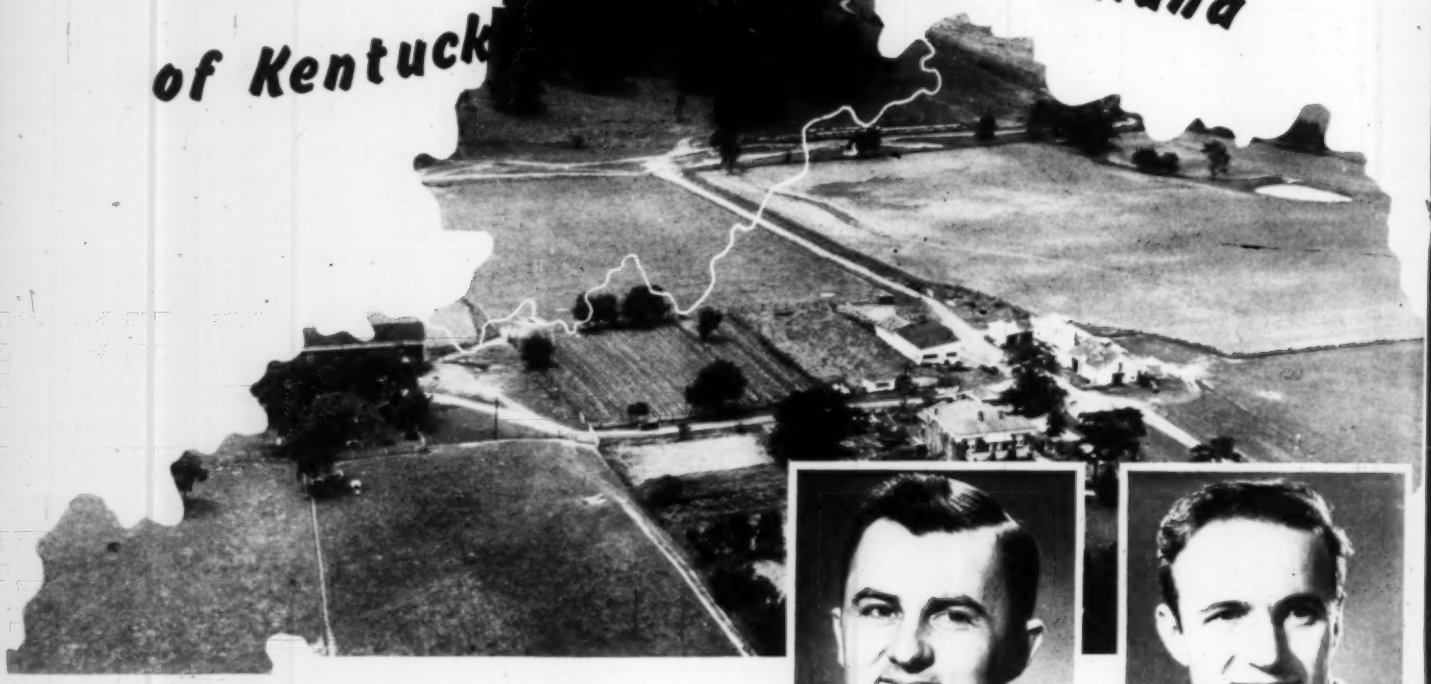
National Representative will be

Forjoe AND COMPANY

OFFICES IN: NEW YORK, CHICAGO, LOS ANGELES, SAN FRANCISCO, ATLANTA

21ST year

WHAS serves the rich rural* market of Kentucky & Southern Indiana



DON DAVIS
WHAS Farm Program Director
is a college trained agriculture expert, with a practical farm background gained on his own farm in Indiana,

JIM PROCTOR
Assistant Farm Program Director
well-known for his 4-H activities in Kentuckiana, holds a Bachelor's degree in Agriculture from Purdue University.

• The team of Davis and Proctor travels tens of thousands of miles each year, talking to farmer groups, individual farmers and their wives, both giving and seeking information most needed and most used. This close contact with their listeners enables Davis and Proctor to give the best possible service to their loyal farm audience — and it builds a confidence that gives greater impact to your sales message.

*The 1950 census reveals that 63.5% of the Kentuckiana population lives in rural areas.

Only this WHAS Farm Team brings up-to-the-minute market information, farm news and weather reports to this rich rural market.

QUALITY OF PROGRAMMING MAKES THE DIFFERENCE

WHAS FARM PROGRAMS

RFD Replies
6:30-6:35 a.m. Monday through Friday

Market Digest
6:35-6:45 a.m. Monday through Friday

Farm News
6:45-7:00 a.m. Monday through Saturday

Farm and Market News
12:45-1:00 p.m. Monday through Friday

Tomorrow's Agriculture
6:30-6:45 a.m. Saturday

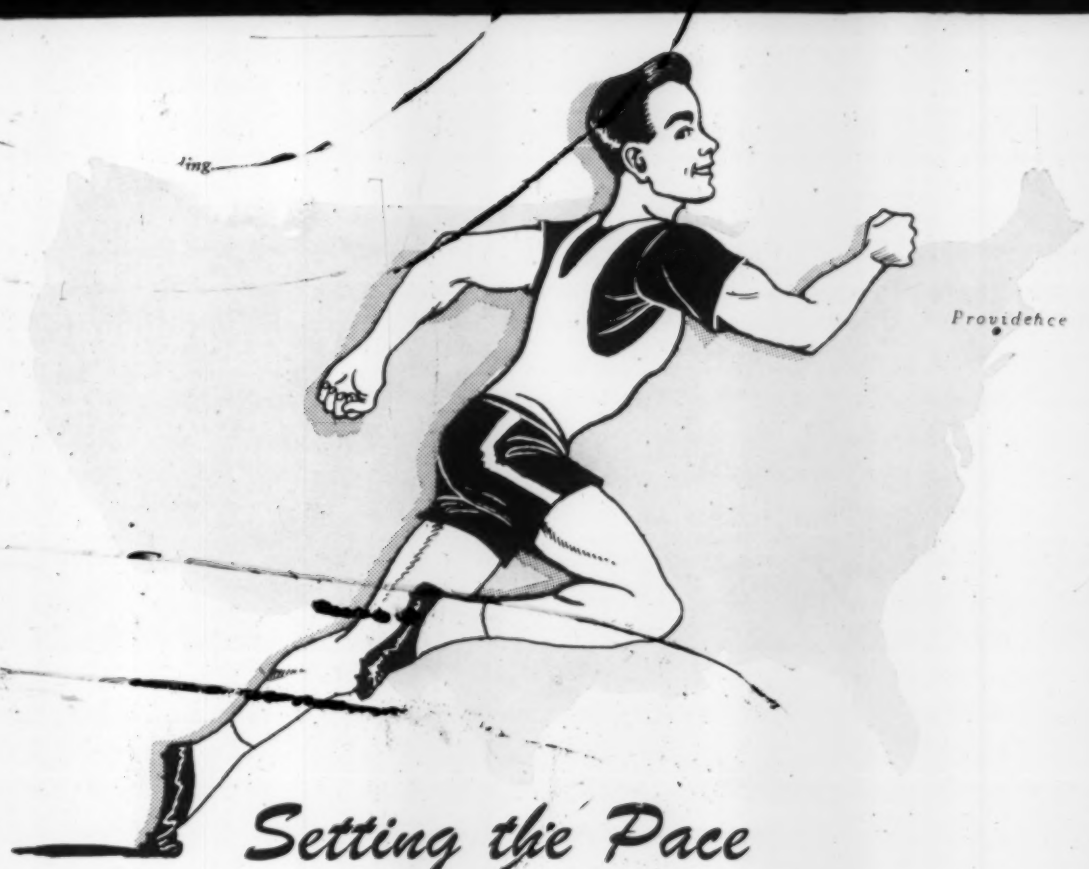
Basic Affiliate of the CBS Radio Network

WHAS
INCORPORATED • ESTABLISHED 1922
Louisville 2, Kentucky

50,000 WATTS ★ 1A CLEAR CHANNEL ★ 840 KILOCYCLES

VICTOR A. SHOLIS, *Director* • NEIL D. CLINE, *Sales Director*

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO. • ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES



Setting the Pace Everywhere—WHIM!

CROSS COUNTRY:—For four months running WHIM leads all independents throughout the U. S. both morning and afternoon.*

IN PROVIDENCE:—WHIM delivers daily 14 locally produced quarter hours with ratings above 4.0. All four network stations combined deliver only five such quarter hours.**

●

No Baseball—Just Music & News

* Independent Station Ranking Hooper: June-July; Aug.-Sept. 1951

** Providence Hooper: Aug.-Sept. 1951

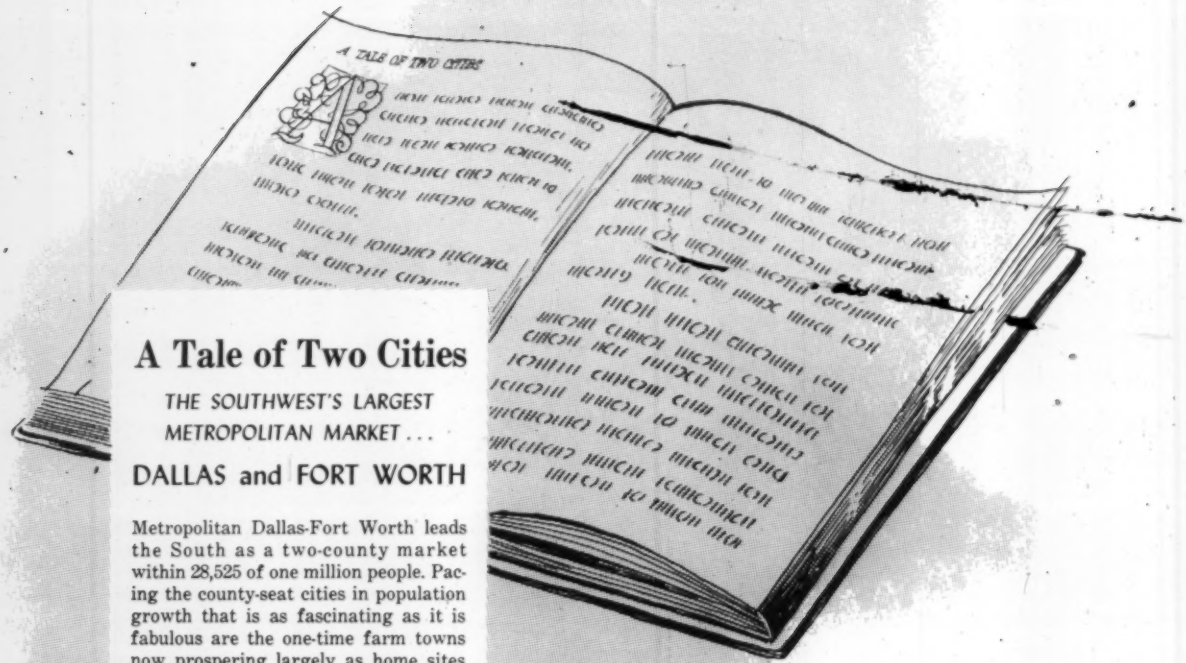
1000 watts **WHIM** 1110 kc

Providence, Rhode Island

Represented Nationally by the Headley-Reed Company

Published every Monday, 53rd and 54th issues (Yearbook Numbers) published in January and February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

The fabulous TWIN MARKET... FIRST IN THE SOUTH!



A Tale of Two Cities

THE SOUTHWEST'S LARGEST METROPOLITAN MARKET...

DALLAS and FORT WORTH

Metropolitan Dallas-Fort Worth leads the South as a two-county market within 28,525 of one million people. Pacing the county-seat cities in population growth that is as fascinating as it is fabulous are the one-time farm towns now prospering largely as home sites for Dallas and Fort Worth-employed commuters. The amazing gains in population since 1940 of Dallas and Tarrant County towns point up the Dallas-Fort Worth market as the geographic center of the Southwest, the natural crossroads of distribution.

This is why

KRLD

KRLD-TV

is your best buy

EXCLUSIVE OUTLETS FOR CBS

PROGRAMS IN DALLAS • FT. WORTH

The Branham Company
Exclusive Representative

KRLD, 50,000 watts full time, and KRLD-TV, Channel 4, Texas' Most Powerful TV Station, completely dominate the Southwest's great 2-for-1 Market... the Dallas-Fort Worth urban sales area.

JOHN W. RUNYON, *President*

CLYDE W. REMBERT, *General Manager*

at deadline

CLOSED CIRCUIT

SALESMAN ON THAT NBC-Philco $3,800,000 political convention sponsorship was Joseph H. McConnell, who doubles in brass as NBC president. It's learned authoritatively that he opened negotiations by 'phone with James Carmine, Philco executive vice president, Saturday, Dec. 29, and buttoned up deal Sunday, just prior to embarking for West Coast.

HOUSECLEANING commission, if set up by President Truman, may never get to independent offices, such as FCC. They're obviously after big game, and most of independent offices don't fall in that category. Moreover, most of these agencies aren't even suspect. While clean-up group possibly wouldn't have legal right to probe independent agencies, which are created by Congress and responsible to it rather than to executive branch, observers feel that, once an investigation gets under way, neither Congress nor administration would challenge inquiry into quasi-judicial agencies.

EVAN F. LOVETT, who signs himself "American Broadcasting Company," Hollywood, and is currently in litigation with network over what he calls his "prior" claim to that name, is currently campaigning for formation of an organization to "clean up radio, TV and movies." Educators and civic leaders have been bombarded by mail on a national scale urging nominations of members of such a "non-profit" organization which would have Mr. Lovett as executive director.

MAN BITES DOG: FCC Commissioner Robert F. Jones was so impressed with West-East transmission of New Year's Day Rose Bowl game that he wrote AT&T President Craig congratulating him on "superb" technical handling.

BASED on present outlook, you can probably write off NBC-TV's proposed Radio-TV Center at Burbank, Calif., as casualty of shortages. Though NPA has not yet acted on second-quarter application, authorities unofficially say $25 million project (first unit to cost $2,170,000) may be denied. Reason: materials expected to be more scarce after April 1. NBC-TV had planned to break ground by Jan. 15. (Also see story page 28.)

TO PROMOTE educational TV, WAAM (TV) Baltimore has handed to Johns Hopkins U. $10,000 endowment, with no strings attached. Fund to be administered by Dr. Lynn Poole, who has conducted highly successful science series over DuMont.

PETITIONS OF Fanchon & Marco and Gordon Brown, WSAY Rochester, seeking to enter in ABC-United Paramount merger, are destined for denial. FCC previously had turned down Fanchon & Marco on ground that it was not qualified party.

LINCOLN MERCURY, through Kenyon & Eckhardt, N. Y., now lining up spot availabilities on from 750 to 800 radio stations for

(Continued on page 6)

ADMIRAL SIGNS SPORTS; DENIES TV HURTS GATE

ADMIRAL Corp., Chicago, will sponsor the Chicago finals of Golden Gloves boxing tournament and All-Star football game exclusively on DuMont Television Network and Mutual March 7 and Aug. 15 respectively.

Events, sponsored by Admiral last year also, were carried on 43 TV stations and more than 300 MBS affiliates.

Seymour Mintz, advertising manager of Admiral, refuted claim that TV causes reduced gates for sports events. He said in 1951 there were 92,180 persons attending All-Star game which was telecast in Chicago, compared with attendance of 88,885 in 1950 when game was not shown in Chicago and Milwaukee. Both events will originate with WGN and WGN-TV Chicago.

RADIO OUTPUT FOR YEAR TO REACH 12 MILLION SETS

PRODUCTION of radio sets in 1951 will reach 12 million when final figures are collected, according to Radio-Television Mfrs. Assn. TV output to run well over 5 million sets. Figures cover entire industry.

RTMA announced radio output totaled 747,914 sets in November, with TV amounting to 415,332 sets, a drop of about 38% for former and 44% for latter compared to November 1950.

Radios with FM tuning facilities totaled 40,092, with another 16,873 TV sets containing FM band tuners.

Output for first 11 months of 1951 follows:

	Television	Home Radios	Portables	Auto Sets
Jan.	645,716	750,289	75,294	346,799
Feb.	679,319	764,679	79,859	437,779
Mar. (5 Wks.)	874,634	988,078	147,037	545,297
April	469,157	619,651	150,494	542,021
May	339,132	581,557	164,171	603,534
June (5 Wks.)	326,547	346,135	228,454	494,202
July	152,306	184,002	70,538	293,955
Aug.	146,705	295,587	77,568	190,252
Sept. (5 Wks.)	337,341	603,055	103,355	393,836
Oct.	411,867	513,609	94,053	267,061
Nov.	415,332	477,734	64,111	206,069
TOTAL	4,798,056	6,124,376	1,255,934	4,320,805

BUSINESS BRIEFLY

LEVER TO START ● Lever Brothers, N. Y. (Shadow Wave), in early February to start radio and TV spot campaign in 14 markets for eight to nine weeks. Agency, McCann-Erickson, N. Y.

NORWICH BUYING ● Norwich Pharmacal Co., Norwich, Conn. (Pepto-Bismol), buying spots for schedule to start Feb. 4 in 300 radio markets for 13 weeks. Agency, Benton & Bowles, N. Y.

RENUZIT ACTIVE ● Renuzit Home Products Co., Philadelphia (Super Renuzit), buying women's participation shows starting Feb. 25 for 15 weeks. Agency, McKee & Albright, Philadelphia.

ANAHIST MINUTES ● Anahist Co., N. Y., buying daytime minutes on clear-channel radio stations, starting Jan. 7 for nine weeks, in

(Continued on page 94)

GENERAL MILLS LEADS ABC RADIO SPONSORS

GENERAL MILLS was largest user of time on ABC Radio Network during 1951, with gross billings of $4,612,376 for year, ABC reported Friday. Dancer-Fitzgerald-Sample was leading agency in point of time placements on ABC Radio for its clients, using $5,930,627 worth of time at gross rates (one time, before discounts).

ABC Radio gross time sales for year (December figures estimated by ABC) amounted to $33,242,182, a drop of 5.3% from 1950 gross of $35,124,625.

Breakdown of ABC 1951 time sales by product classes shows food and food products largest group user of time on this radio network with gross purchases aggregating $9,565,175 for year. Drugs and toilet goods ranked

(Continued on page 6)

Bill Would Ban Beer from Radio & TV

NEW anti-alchoholic beverage advertising bill (beer, wine and liquor) expected to be introduced in Senate this month. Report emanating from Washington's "dry" camp that bill is marked for introduction and hearing in Senate at end of month or first of February drew reserved admission Friday from principals involved.

"Dry" forces understood to be plumping for legislation restricting proposed ban to interstate radio and television. Heretofore, "dry" anti-advertising bills have encompassed all media, including broadcasting.

Possible sponsors are Sens. Ed C. Johnson (D-Col.), chairman, Senate Interstate & Foreign Commerce Committee, which has jurisdiction, and Francis Case (R-S. D.).

Sen. Johnson told BROADCASTING • TELECASTING he had been approached by "dry" forces, and had given assurance that if such a bill is introduced he would consider holding hearings by end of this month. Sen. Case, said to be potential sponsor of bill, also was approached but as yet had not prepared bill. However, he told BROADCASTING • TELECASTING he expected to talk to Sen. Johnson shortly. (Sen. Johnson was co-sponsor of Reed-Johnson Bill in 80th Congress which would have banned "wet" advertising in all interstate media.)

Reed-Johnson bill was in hearing in 80th Congress but died on Senate floor.

Newly considered bill, if passed, could shake to foundations spot[illegible]well from which radio-TV gain much revenue. Radio networks grossed $2,774,866 alone in 1950, spot [B•T estimate] $6,013,901 same year; TV networks grossed $1,600,960 in 1950, spot [B•T estimate] $3,440,710 same year. In radio, beer, wine and liquor class placed fourth in list of spot leaders for 1950, and first in TV spot product groups. Additionally, category only includes beer and wine (liquor is minor revenue factor in radio-TV) [B•T, April 16, 1951].

for more AT DEADLINE turn page ➔

at deadline

NINE-FOLD GAIN SHOWN IN TV ADVERTISERS

NUMBER of advertisers using TV has grown from 727 in January 1949 to 6,365 in January 1952, according to N. C. Rorabaugh, publisher of Rorabaugh Quarterly Report on TV advertising, to which 105 of country's 108 TV stations regularly report their advertising schedules. Following table shows number of advertisers using network TV, spot TV and local TV advertising in January of each year, 1949 to date. Figures for 1952 are Rorabaugh estimates:

	Network	National and Regional Spot	Local-Retail	Total
Jan. 1949	33	225	469	727
Jan. 1950	72	399	1,687	2,158
Jan. 1951	164	894	3,408	4,466
Jan. 1952 *	205	1,260	4,900	6,365

* Rorabaugh Estimates.

KOIL OMAHA REDUCES RATES FOR EVENING HOURS

KOIL Omaha will cut its 6-10:15 p.m. rates by about 50% Feb. 1 and realign its time classifications after "careful study of radio and television rates in their proper ratio to the stabilization of the listening-viewing patterns of all broadcast audiences" in area. Class A time runs from 7 a.m. until 10:15 p.m., with Class B after 10:15. Class C has been eliminated. Prices for Class A and B equal those which were formerly B and C.

Manager W. J. Newens said, "After nearly 2½ years of multiple TV stations here, and after a year-and-one-half of direct cable service, it appears we must now consider a level upon which radio tune-in will settle. Nighttime radio tune-in seems to be about same as daytime." He reported that local clients "in all cases contacted so far about the rates have either maintained or increased their advertising budgets."

OMAHA TRANSIT TO CEASE

TRANSIT service of KBON-FM Omaha to stop Jan. 15, according to Paul R. Fry, station president-general manager, after two years. Mr. Fry ascribed action to three-month temporary extensions of FCC pending FM study; decline in national advertising and decision to concentrate on TV application and operation of Inland Broadcasting Co.'s two AM outlets, KBON and KOLN Lincoln.

ABC Radio Sponsors

(Continued from page 5)

second with $7,207,177; tobacco products third, with $4,409,670; religion fourth, with $1,793,319, and radios and appliances fifth, with $1,610,149.

Leading advertisers on ABC Radio in 1951, following General Mills, included Sterling Drug Co. ($2,707,239), Swift & Co. ($2,386,810), Philip Morris & Co. ($2,231,345), P. Lorillard Co. ($1,495,217), Philco Corp. ($1,469,649), Serutan ($1,188,740).

Top agency users of ABC Radio during past year, in addition to Dancer-Fitzgerald-Sample, were: Cecil & Presbrey ($2,585,120), J. Walter Thompson Co. ($2,386,810), Maxon Inc. ($1,713,293), Lennen & Mitchell ($1,495,217), Hutchins Adv. Co. ($1,469,649), Kudner Agency ($1,310,036), Roy S. Durstine Inc. ($1,271,024), Knox Reeves Adv. ($1,008,044).

In this Issue—

Will Justin Miller of NARTB succeed J. Howard McGrath as U. S. Attorney General? Washington speculation is that he may—and that FCC Chairman Wayne Coy may be enticed from government service to join the radio-TV trade association. *Page 23.*

Radio set ownership is at new high. Story of new U.S. Census Bureau information is on *Page 23*, and complete list of radio homes in every county of the U.S. begins on *Page 38.*

Official FCC figures on 1950 broadcast revenue show that AM-FM stations and networks took in $444.5 million, up 7.1% over 1949, *Page 27*, and business on TV stations and networks was $105.9 million, 208.7% bigger than in 1949. *Page 61.*

Radio and television networks look to big sponsors to take some of the enormous financial load of covering the 1952 political convention. *Page 25.*

What's the new Congressional session going to mean to broadcasters? A B•T analysis of pending and possible legislation is on *Page 26.*

Here's the new Seal of Good Practice that will be displayed by TV stations subscribing to the NARTB's television code. *Page 61.*

A basic broadcasting equipment problem in 1952 will be channeling the flow of component parts into military and consumer production. *Page 28.*

New Year begins with 14,994,000 TV sets in circulation, according to current B•T survey. *Page 78.*

Some members of the Federal Communications Bar Assn. don't agree with the association's proposal to lump all TV applications for the same city into one general hearing after FCC thaws the freeze. *Page 62.*

Mutual's gross time sales in 1951 were $17,875,758—11% bigger than in 1950. *Page 25.*

1951's important news events summarized for radio on *Page 44* and for television on *Page 75.*

New Year's Eve from an arm chair. IN REVIEW. *Page 32.*

WOR-TV New York will start originating programs from its new $1,250,000 "Television Square." *Page 62.*

TV antenna on New York's Empire State Bldg. will be model for similar installations planned for Minneapolis and Detroit. *Page 69.*

Although industry sources say the government's restrictions on color television are not clear, the National Production Authority is sticking by its original order. *Page 70.*

Upcoming

Jan. 8: Second Session of the 82nd Congress of the United States begins.

Jan. 10-12: National Collegiate Athletic Assn. meeting, Cincinnati.

Jan. 14-15: BAB Research and Promotion Advisory Committees meetings, BAB Hqtrs., New York.

Jan. 15: FCC-Paramount hearing begins, Washington.

(Other Upcomings page 36)

Closed Circuit

(Continued from page 5)

campaign to start sometime within next two months. Definite starting date not yet decided.

NEXT MOVE on television front, NARTB-TV hopes; will be favorable action by ABC-TV on association's request that it join other three networks in membership, making it unanimous.

COL. HARRY C. WILDER, president of WSYR-AM-FM-TV Syracuse (who sold properties several years ago to publisher Samuel I. Newhouse), and owner of WELI New Haven, plans to file for TV in Phoenix, where he has taken up residence and built home. With Four VHF channels earmarked for city (3, 5, 8°—reserved for education—10), Col. Wilder contemplates filing for channel 10, making Phoenix his permanent residence. Three applications are already on file.

MORE THAN $25 million will be sought by State Dept. for Voice of America broadcasting operations in President Truman's 1952-53 budget. Total is separate from other sums requested for international information program and covers special radio and press projects, operations and facilities. Department received $19,178,000 in regular 1951-52 budget.

NEW OWNERS of Thyavals Inc., which has exclusive 20-year franchise to "manufacture, promote, exploit, sell and distribute" Thyavals, Orvita and Formula 621—all formerly made by American Vitamin Assn.—to visit Midwest and Chicago this week to outline marketing plans for area. Minimum of $4,000 weekly will be spent on advertising, mostly radio and TV.

FCC swamped with more than 100 requests from patent attorneys asking delay in promulgating proposed patent data filing rules [B•T, Dec. 3, 1951]. Commission earlier last week postponed deadline for comments to Jan. 31 (see earlier story on page 32).

CBS RADIO JOINS ARF

CBS RADIO is first organization in broadcast field to join Advertising Research Foundation since reconstitution of ARF to permit advertiser, agency and media membership, according to B. B. Geyer, ARF chairman, who reported membership of 105 as of Jan. 1, 1952. CBS Radio is so far only network subscriber to Kenneth H. Baker's audience survey service, Standard Audit & Measurement Services Inc.

RCA ELECTS RAU V-P

ELECTION of David S. Rau as vice president and chief engineer of RCA Communications Inc. announced by President H. C. Ingles after Friday's RCA board meeting. C. W. Latimer, former vice president in charge of engineering, named vice president and chief technical consultant.

TRUMAN MESSAGE

PRESIDENT TRUMAN'S "State of the Union" address before joint session of Congress Wednesday will be carried by all major radio and television networks, from 12:30-1:15 p.m. (EST). ABC-TV and DuMont coverage begin at 12:15 p.m.

for more AT DEADLINE see page 94

THERE'S NOTHING BETTER THAN...

FIRST PLACE!

HOOPER RADIO AUDIENCE INDEX, NOVEMBER, 1951
Omaha, Nebr.—Council Bluffs, Iowa

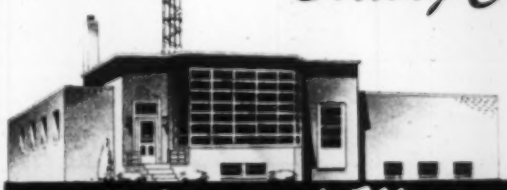
	KOWH	Sta. "A"	Sta. "B"	Sta. "C"	Sta. "D"	Sta. "E"
MORNING 8 A.M. - 12 Noon Mon. - Friday	**25.6**	14.6	29.9	16.6	6.9	1.6
AFTERNOON 12 Noon - 6 P.M. Mon. - Friday	**38.3**	32.5	10.1	12.3	9.3	2.2
SATURDAY 8 A.M. - 6 P.M	**36.3**	21.8	12.4	15.9	8.8	4.1
TOTAL* 8 A.M. - 6 P.M. Mon. - Saturday	**33.7**	24.8	17.6	14.3	8.4	2.2

* Every rated hour shown above given equal weight

- *Largest total audience* of any Omaha station, 8 A.M. to 6 P.M. Monday through Saturday!
- *Largest share-of-audience*, in any individual time period, of any independent station in all America! *

*Based on the latest available Hooper share of audience for unaffiliated stations including the Omaha and Council Bluffs market (Mar.-Apr., 1951), 12 noon through 6 P.M.

Represented By
Bolling Co.



Kowh
OMAHA

"Americas' Most Listened-To Independent Station"

"The Prestige Station of the Carolinas"

GREENSBORO, NORTH CAROLINA

Look at part of WBIG's potential out-of-home audience! In addition to 186,870 radio homes in WBIG's Sixteen County Market,* there were 279,436 cars Sept. 30, 1951.† The composite result of 4 spot checks** in Greensboro and High Point, N. C., covering 6,474 cars revealed 64.74% equipped with radios.

SOURCES:

* BMB Study No. 2

† N. C. Dept. of Motor Vehicles
Va. Dept. of Highways

** Greensboro & High Point Police Depts.
Member, High Point Fire Dept.
Hege, Middleton & Neal

Represented by Hollingbery

5000 Watts — **CBS Affiliate**

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

Published Weekly by Broadcasting Publications, Inc.

Executive, Editorial, Advertising and Circulation Offices:
870 National Press Bldg.
Washington 4, D. C. **Telephone ME 1022**

IN THIS BROADCASTING . . .

DEPARTMENTS

Agency Beat	12
Aircasters	54
Allied Arts	56
Editorial	50
FCC Actions	86
FCC Roundup	93
Feature of Week	16
Film Report	72
Front Office	52
New Business	10
On All Accounts	12
Open Mike	14
Our Respects to	50
Programs, Promotions, Premiums	85
Strictly Business	16
Upcoming	38

TELECASTING Starts on page 59

WASHINGTON HEADQUARTERS

SOL TAISHOFF, *Editor and Publisher*

EDITORIAL: ART KING, *Managing Editor;* EDWIN H. JAMES, *Senior Editor;* J. Frank Beatty, Earl B. Abrams, *Associate Editors;* Fred Fitzgerald, *Assistant Managing Editor;* Dave Berlyn, *Assignment Editor;* Lawrence Christopher, *Technical Editor.* **STAFF:** John H. Kearney, Wilson D. McCarthy, John Osbon, Keith Trantow. EDITORIAL ASSISTANTS: Pat Kowalczyk, Don Mortimer, Jean D. Statz, Hilda Toler, Nellie Youso; Gladys L. Hall, *Secretary to the Publisher.*

BUSINESS: MAURY LONG, *Business Manager;* Winfield R. Levi, *Assistant Advertising Manager;* George L. Dant, *Adv. Production Manager;* Harry Stevens, *Classified Advertising Manager;* Eleanor Schadi, Doris Kelly, Betty Krebs; B. T. Taishoff, *Treasurer;* Irving C. Miller, *Auditor and Office Manager;* Eunice Weston, *Assistant Auditor.*

CIRCULATION AND READERS' SERVICE: JOHN P. COSGROVE, *Manager;* Doris J. Buschling, Ruth W. Davis, Grace Schorm, Elwood M. Slee, Clyde Baker.

NEW YORK BUREAU 488 Madison Ave., Zone 22, *Plaza 5-8355;* EDITORIAL: Rufus Crater, *New York Editor;* Florence Small, *Agency Editor;* Dorothy Munster, William Ruchti, Liz Thackston.

Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. PAUL, *Advertising Director;* Eleanor R. Manning, *Assistant to Advertising Director;* Kenneth Cowan, *Advertising Representative.*

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1, *CEntral 6-4115;* William H. Shaw, *Midwest Advertising Representative;* Jane Pinkerton, *News Editor.*

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Ann August.

TORONTO: 417 Harbour Commission, *EMpire 4-0775* James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Patent Office

Copyright 1952 by Broadcasting Publications, Inc.

Subscription rates $7.00 for 52 weekly issues; BROADCASTING or TELECASTING Yearbooks $2.00 each additional if ordered with subscription. Add $1.00 per year for Canadian and foreign postage. Single copy 35¢.

To a time buyer

with a client who wants lagniappe

Now that the smoke of the holiday parties has cleared away, giving place to the normal, everyday smoke of battle, let's discuss a truth that is stronger than friction, an eternal verity of the great Midwest, the pulling power of WMT.

We're not blase, understand, but we just don't get butterflies in the stomach anymore when we find more evidence of WMT's selling oomph. We *expect* it. For example, whenever visiting firemen get the grand tour through the station, we just point to Killian's Department Store across the street and casually mention how they sold 2,200 pairs of socks with one commercial on their regular 9 a.m. news . . . and 600 men's belts with another single shot.

Day in and day out we hear tell about folks who buy something or do something because WMT suggested it. We know WMT *persuades*—40,000 of our Eastern Iowa friends turned out for our annual Farm Field Day.

One of our prize stories of persuasion, though, is this: Man named Joslyn runs a store in Manchester, 40 miles up the road. He bought a covey of spots on WMT to push a sale. Couple days later he phoned. "Call off your announcers, I'm cleaned out," quoth he. "What's more," he added a bit wistfully, "we had burglars last night."

Now where else in the world can you get lagniappe like that?

CEDAR RAPIDS **WMT**

5,000 WATTS 600 KC BASIC CBS RADIO NETWORK

REPRESENTED NATIONALLY BY THE KATZ AGENCY

"For the FIRST Televising of the Kefauver Hearings..."

THE 1951 SYLVANIA AWARD

• WDSU-TV is deeply grateful for the honor of receiving the 1951 Sylvania Award, and the Citation of the Award Committee:

"This station's enterprise and imagination in first seeing the public service implications of bringing the Kefauver Committee's sessions to television, set a precedent of far reaching importance."

• Write, Wire or Phone BLAIR-TV for details!

WDSU-TV
CHANNEL 6
NEW ORLEANS

new business

Spot . . .

NATIONAL HEALTH AIDS Inc., Baltimore (Fast Tabs, reducing product, and H.A. Complex, vitamins), and CHARLES ANTELL Inc., Baltimore (shampoo), planning national radio campaign, starting Jan. 7 (today), using quarter hour shows. Agency: Television Adv. Assoc., Baltimore.

THRIFTO PRODUCTS Co., Petaluma, Calif. (distributors of Thrifto cream, whip, and non-fat milk), launch extensive campaign in eight San Francisco Bay Counties. Radio and television will be used. Agency: Ley & Livingston, S. F.

Network . . .

GOODYEAR TIRE & RUBBER Co., Akron, Ohio, renews *The Paul Whiteman Goodyear Revue* for 13 weeks on ABC-TV. Agency: Young & Rubicam, N. Y.

PROCTER & GAMBLE Co., Cincinnati, renews sponsorship for 52 weeks of three daytime serials on CBS Radio. Three programs are: *Ma Perkins*, for Oxydol, through Dancer-Fitzgerald-Sample, N. Y. (Mon.-Fri., 1:15-1:30 p.m.); *Young Dr. Malone*, for Crisco, through Compton Adv., N. Y. (Mon.-Fri., 1:30-1:45 p.m.); *Brighter Day*, for Ivory Flakes, through Young & Rubicam, N. Y. (Mon.-Fri., 2:45-3 p.m.)

LEVER BROS., N. Y., renews *Radio Lux Theatre*, on CBS Radio, Mon., 9-10 p.m. EST, for 52 weeks. Agency: J. Walter Thompson Co., N. Y.

Agency Appointments . . .

DURKEE'S FAMOUS FOODS, L. A., Jan. 1 starts five minute daily newscasts on KNX Hollywood Mon.-Fri. Contract for 13 weeks. More radio planned after first of year. Agency: Leo Burnett Co., L. A.

PARKWAY HOUSE, Phila. (apartment development), names Weightman Inc., Phila. Radio and TV will be used.

GUILD HALL FABRICS, division of Mandee Fabrics, N. Y., names Wm. Wilbur Adv., same city. TRUDY RICHMOND is account executive.

CALORIC STOVE Corp., Phila., names McKee & Albright.

A. E. PETERSON Mfg. Co., Glendale, Calif. (Fold-A-Rola Strollers), names Hixon & Jorgenson, L. A. TV may be used.

S&S ENTERPRISES OF SAN FRANCISCO (distributor for Fireside Chef, electric motor driven inset for fireplace or outdoor barbecue), appoints Walter McCreery Inc., S. F.

EATON'S RESTAURANTS, Southern California chain, appoints Yambert, Prochnow, McHugh & Macauley Inc., Beverley Hills, Calif. Radio and TV planned for future.

SHADES OF CALIFORNIA Inc., L. A. (aluminum awnings) appoints Yambert, Prochnow, McHugh & Macaulay Inc., Beverly Hills, Calif. Radio and TV will be used.

PENN MUTUAL LIFE INSURANCE Co., Phila., appoints Aitkin-Kynett Co., Phila.

Adpeople . . .

L. EVERT LANDON, president Nalley's Inc., Tacoma (food products), elected president Tacoma Chamber of Commerce.

HARRY G. HAGGLAND, assistant advertising manager Hale's Bros., San Jose, Calif., department store, named advertising manager Eastern Department Store, Portland, Ore.

TILLIE LEWIS, president Flotill Products Inc., Stockton, Calif. (canned fruit, vegetables), named 1951 Business Woman of the Year by women's editors of Associated Press newspapers.

IN ITALY

WOV chooses FIAT

WOV mobile recording units in Italy now operate out of WOV's Rome studios in a team of two FIAT Giardiniera's—the attractive station wagons you see pictured here. With them, WOV visits cities, towns, and villages from one end of Italy and Sicily to the other, producing programs (and films) for Italian-speaking radio and TV audiences in the U.S.A.

We chose FIAT on the basis of the toughest test to which you could submit any car. Covering 40,000 miles in one year, we took this amazing performer up and down all the highways and byways in the land. We climbed narrow rocky tracks where a goat would have to watch his step. We drove our FIAT at open throttle down Italy's magnificent autostrade. We bullied it and we abused it, and at the end of the most gruelling year we could devise, we were told that our car was "only just broken in!"

When you visit Italy, enjoy your tour in a FIAT. Write to ENIT, the Italian National Tourist Office, 21 East 51st Street in New York, for details on how you may obtain a new FIAT for your use in Italy, disposing of it at a favorable price when you leave. Or contact WOV in New York or Rome, and we'll be happy to assist you.

ENGLISH **WOV** ITALIAN
NEW YORK
5000 WATTS
Originators of Audited Audiences

National Representative:
John E. Pearson Co.

ROME STUDIOS: VIA di PORTA PINCIANA 4 • 730 FIFTH AVE., NEW YORK 19

The Neighbour on Your Roof . . . .

Canada—your northern neighbour—
is as close to you as many of
your best domestic markets.

Canadians have the same buying habits
as the people you're selling to now.
And they are buying more and more
each year as their purchasing power
increases. Canada's on top of the world!

The source of this growing prosperity
is Canada's production:
Over 85% of the world's nickel;
over 45% of the world's asbestos—
and undisclosed quantities of uranium.
Gold, iron and lumber abound in Canada.
Recent discoveries of oil in the prairies hold a
promise of self-sufficiency on this continent
for centuries to come.

Yet this rich market has barely been skimmed.

Now, Canada not only wants to buy your goods,
but *does* buy—more than anyone else—
and PAYS CASH.

So—if Canada wants your goods
how best can you sell 'em? Obviously you
want the greatest advertising coverage at minimum
cost to sell in this booming market.

Radio is the answer.

94% of all Canadian homes have a radio,
giving you the most complete coverage available.

Radio is your salesman-in-the-hearth,
already installed,
waiting for your message,
by-passing the rural road,
the footpath, bad weather
and the closed door.

Radio is there already.

"In Canada you sell 'em when you tell 'em!"

A message from the 103 member stations of the
Canadian Association of Broadcasters
whose voices are invited into over 3 million homes every day.

CANADIAN ASSOCIATION OF BROADCASTERS

108 Sparks St., Ottawa.

37 Bloor St., West, Toronto.

agency

DR. ROBERT J. CHRISTOPHER, H. R. WILLIAMS and **LEONARD BRIDGES,** have formed new agency of Christopher, Williams & Bridges, at 20 N. Wacker Drive, Chicago. Dr. Christopher was manager of Chicago office Cummings, Brand & McPherson, Rockford, Ill. Mr. Williams was partner in Williams Assoc., Chicago. Mr. Bridges was advertising manager of John Plain & Co.

GEORGE R. JONES elected director of J. R. Pershall Agency, Chicago. He is also new chairman of planning and research groups.

on all accounts

FRANK BARNABY WOODRUFF is a man who thought in television terms long before the terms of television were themselves formulated.

A firm believer in "visual aids" in advertising, Mr. Woodruff, account executive, Falstaff Beer, Dancer-Fitzgerald-Sample, New York, had recommended the inclusion of that factor for many years before TV became the entity it is today.

From the advertising man's approach, Mr. Woodruff says, "the time element in the long message actually appears shortened because of visibility. A 22-second announcement can seem like a 2-second announcement if the building interest in the commercial is used effectively."

In advertising since 1929, Mr. Woodruff, a Chicagoan, actually began his education as a history major at the U. of Michigan. His first job was with Dodge Brothers in Detroit, serving in the sales department. Four years later he moved into his first advertising position when he joined Campbell-Ewald, where he "did everything from copy writing to account work."

He remained with the firm until 1934, when he embarked on his own as an independent copy writer and promotion man. Subsequently he moved to N. W. Ayer agency, Detroit, as production manager. After three years he joined General Motors in sales promotion for the Pontiac division. In that capacity he first acquainted himself with visual aids and in 1937 linked forces with Jam Handy Film Co. in Detroit to carry out his visual principles.

In 1941 he formed his own advertising firm, specializing in slide films for industrial pictures. It was a year or so later that he became the originator and moving force behind a new development in motion pictures: the addition of scent to the factors of sight and sound. After the first major test at the Vogue Theatre in Detroit, World War II started and curtailed the experiment because of equipment scarcity. Mr. Woodruff returned to Chicago and joined the editorial staff of La Salle Extension U., as an instructor. In '42 he moved to the Illinois Bell Telephone, Information Bureau, where he used advertising methods to keep up the morale of the employes and to recruit new workers, and in 1947 he returned to the Jam Handy office in Chicago.

Mr. WOODRUFF

For the next two years, one of his major accounts was with Falstaff Brewery. He remained with the account and in 1951 was named account executive for the brewery with DF&S (the agency handling Falstaff). The advertiser currently uses about 20 shows locally in radio, and film shows in 22 local TV markets in addition to its baseball schedule of the *Game of the Week* on Mutual, plus sponsorship of the St. Louis Browns on a regional network.

Mr. Woodruff is married to the former Katharine McNamara. They have two children, Kay, 23, and Charles 21. The Woodruffs live in a New York apartment.

His hobbies are sculpturing and presenting talks on advertising at Harvard and DePaul U. among others.

beat

CARLTON A. JOHANSON, Doremus & Co., S. F., elected vice president.

GARDINER LAYNG and WILLIAM L. SHINNICK, account executives Young & Rubicam, Chicago, elected vice presidents and named contract supervisors. Mr. Layng has been with the agency since 1933, and Mr. Shinnick since 1947.

Mr. Layng

Mr. Shinnick

RICHARD P. EHST, art director Gordon Manchester Adv., Washington, appointed director of art and production. GEORGE D. McGUINNESS, account executive, appointed director of radio and TV. MILLICENT A. THOMAS named secretary to office manager. Firm also announced opening of newly expanded offices at 1737 H Street, N.W.

JAY ELIASBERG, research department Kenyon & Eckhardt, N. Y., to Foote, Cone & Belding, N. Y., as supervisor of advertising research.

MEL SMITH discontinued Robert Smith Adv. Agency, L. A. to join Erwin, Wasey & Co., that city, in executive capacity and member of plans board.

CASS MUSLER, Lester Harrison Inc. Adv. Agency, N. Y., admitted to membership in firm. He will participate actively in general management and will become associate chairman of plans board and new business department.

RICHARD LEMEN, art director Beaumont & Hohman, S. F., to Richard N. Meltzer Adv., S. F., in same capacity. He will be succeeded at B&H by Victor Persson, assistant art director.

KEN BARTON named West Coast manager Duane Jones Co., to service Vitamin Corp. of America (Rybutol, Juvenal, Vyons) account. He was former West Coast manager Schwimmer & Scott Inc. and one-time radio-TV director Walter McCreery Inc., Beverly Hills.

KINNARD & KINNARD Inc., Minneapolis, Minn., elected to membership in American Assn. of Advertising Agencies.

DON GIBBS, vice president Warwick & Legler, L. A., to Kudner Agency, N. Y., as member of copy staff.

JERRY COLEMAN, partner Coleman-Jones Adv., L. A., opens new agency, Coleman-Packard Adv., at 707 N. Heliotrope Dr., L. A. Telephone OLympia 1104.

JOHN LaCERDA, president John LaCerda Adv., Phila., elected president of Philadelphia chapter of American Public Relations Assn.

W. B. STUART-BULLOCK, creative director Campbell-Mithun, Minneapolis, to Alfred Colle Co., Minneapolis.

LEONARD M. SIVE & Assoc., Cincinnati, elected to membership in American Assn. of Advertising Agencies.

JEAN LAURENT, staff *Cosmetics & Toiletries* Magazine, N. Y., to Lawrence Boles Hicks Adv., that city, as account executive and feminine products copy chief.

JARMAN & SKAGGS Adv., Ogden, Utah, moved to new offices at 1467 S. Main St.

WILLARD G. GREGORY Adv., L. A., moves to new quarters at 416 E. 8th St.

JAMES LOVICK & Co. Ltd., Vancouver, moves to new location, fifth floor, 789 West Pender St., Vancouver.

GEORGE R. JOHNSON, Doremus & Co., Chicago, to copy staff M. L. Sampson Co., Chicago.

WIL ROBERTS Adv., Phila., moves to new and larger quarters at 1524 Chestnut St.

...in radio *and*...in TV

"The MODERN WOMAN"

is your best buy!

RUTH CRANE'S PERSONALIZED COMMERCIALS PRODUCE OUTSTANDING SALES RESULTS

Since 1943 "The MODERN WOMAN" on radio has produced significant sales figures for an impressive—and *impressed*—list of accounts. Leading advertisers will testify to the effectiveness of Ruth's "telling and selling" technique. Heard MONDAY thru FRIDAY 11:30 a.m. to 12 noon.

The television version of MODERN WOMAN retains all the charm of the informal format of its radio cousin but adds the *plus* factor of RUTH'S live product demonstrations. Announcer Jackson Weaver contributes fun to interesting and informative features. Seen and heard each weekday—3:00 to 3:30 p.m.

Call or Wire
The KATZ AGENCY, Inc.

WAMFMATVL

The Evening Star Stations
WASHINGTON, D. C.

open mike

Easy Answer

EDITOR:

Gremlins, leprechauns and Santa Claus are all acceptable as realities and I know from long experience that radio is a miraculous medium. Almost, I believe everything except "WSTV Calms Public," a story that appeared on page 102 of BROADCASTING • TELECASTING for Dec. 17.

As that story goes, virtually all electric lines for 10 miles around Steubenville were short circuited on Nov. 30 and five hours passed before electricity was restored to most of the area. WSTV's power remained on and the station, every five minutes during the blackout, flashed news bulletins to calm a war-jittery audience.

Now, how did the listeners listen? Crystal sets, maybe? Or don't the receivers in Steubenville, Ohio, operate on the same power that lights the lights?

One of our clients has furnished a fur-lined beer stein that we'll award to the one who best tells us how WSTV did it. . . .

Pat Moseley
P. S./the Advertising Co.
St. Louis

[EDITOR'S NOTE: Send us the fur-lined beer stein. Auto radios and battery-operated portables abound in Steubenville as in every other place.]

* * *

Salesman's Friend

EDITOR:

We are very anxious for our salesmen to have a copy of BROADCASTING • TELECASTING issue of Dec. 17, 1951, in their portfolio. We believe they can use the article, "How Do Agencies Rate the Raters?", to a great material benefit . . .

Gene Tanner
Commercial Director
WSIX-AM-FM Nashville

* * *

See Your Lawyer

EDITOR:

I think your magazine is one of the most unique and exciting that I have ever seen. I became acquainted with it in the reception room of my lawyer's office and found, up until I subscribed to it myself, that I hoped he would be busy a few minutes longer the next time I called on him so that I would have more time to digest it. Your journal does what I consider a most conscientious job of reporting. I find that it is of real value in assessing radio and television in relation to other media . . .

S. H. Rose, President
Grand River Chevrolet Co.
Detroit

* * *

Resurrection

EDITOR:

. . . The next time you run a piece on me, for gosh sakes pick something beside an obituary with which to mix it up. I came awfully close to being in the same boat with Mark Twain. Wasn't he the guy who reported his own published obituary as being greatly exaggerated? . . .

Fred C. Brokaw
Executive Vice Pres.
Paul H. Raymer Co.

[EDITOR'S NOTE: Into a story in B•T Dec. 24 announcing Mr. Brokow's appointment as executive vice president of the Raymer company, an astigmatic printer slipped in two lines which belonged in an obituary appearing elsewhere on the same page. We are glad to announce that Mr. Brokaw is alive and kicking—but not as hard as he has a right to.]

* * *

Misrepresented

EDITOR:

. . . Please be advised that Harlan G. Oakes & Assoc. are a national representative firm, specializing in Mex-American radio. We are not "the western representatives for XEO-XEOR" as stated in your [issue of Dec. 17]. National Time Sales in New York are the New York offices of Harlan G. Oakes & Assoc. . . . We also maintain offices in Chicago, San Francisco and Los Angeles . . .

Harlan G. Oakes
Harlan G. Oakes & Assoc.
Los Angeles

* * *

Loyalty

EDITOR:

I was exceedingly pleased with your recent editorial titled "Air Raid Channels" in which you discussed the President's executive order regarding control of electromagnetic radiation. The broadcast industry will play a major part in community affairs so far as civil defense operation in an emergency is concerned, and it is of the utmost importance that the operating and management personnel of the industry be of unquestioned integrity.

Chas. E. Dewey Jr., Chief,
Communication Division
Civil Defense Agency
Jefferson City, Mo.

BAB Sets Meetings

BAB's Research Advisory Committee, under Crosley Broadcasting Corp. president, Robert E. Dunville, will meet at BAB headquarters in New York on Jan. 14 and the Promotion Advisory Committee, headed by President Donald W. Thornburgh of WCAU Philadelphia, will meet there Jan. 15.

WLOF NEWS
INCREASES AUDIENCE
250%

When the Hooper Study of January-February, 1951 revealed that a network woman commentator on WLOF at 12:00 till 12:15 Noon, Monday thru Friday, had a Hooper Rating of 2.0; and a Share-of-Audience of 10.9, it was yanked from the air. The replacement was WLOF's own Production of "Front Page News" as reported by Paul Marlowe. These concise, hard-hitting, news broadcasts keyed to the interests of Orlando and all of Central Florida built an amazing following in a few short months. The October-November, 1951 Hooper Report discloses that Paul Marlowe's FRONT PAGE NEWS has a Hooper Rating of 7.0. This is a 250% INCREASE IN AUDIENCE. This WLOF News program has a 23.5 Share-of-Audience, representing a 115% Increase in Share-of-Audience. AND IT'S STILL BUILDING!

Radio Sets-in-Use jumped from a 15.7 in January-February up to a 29.8 in October-November, 1951. RADIO'S IMPACT IS GROWING IN ORLANDO, FLORIDA!

FOR SPOT AVAILABILITIES CONTACT:

PAUL H. RAYMER COMPANY, INC.

WLOF

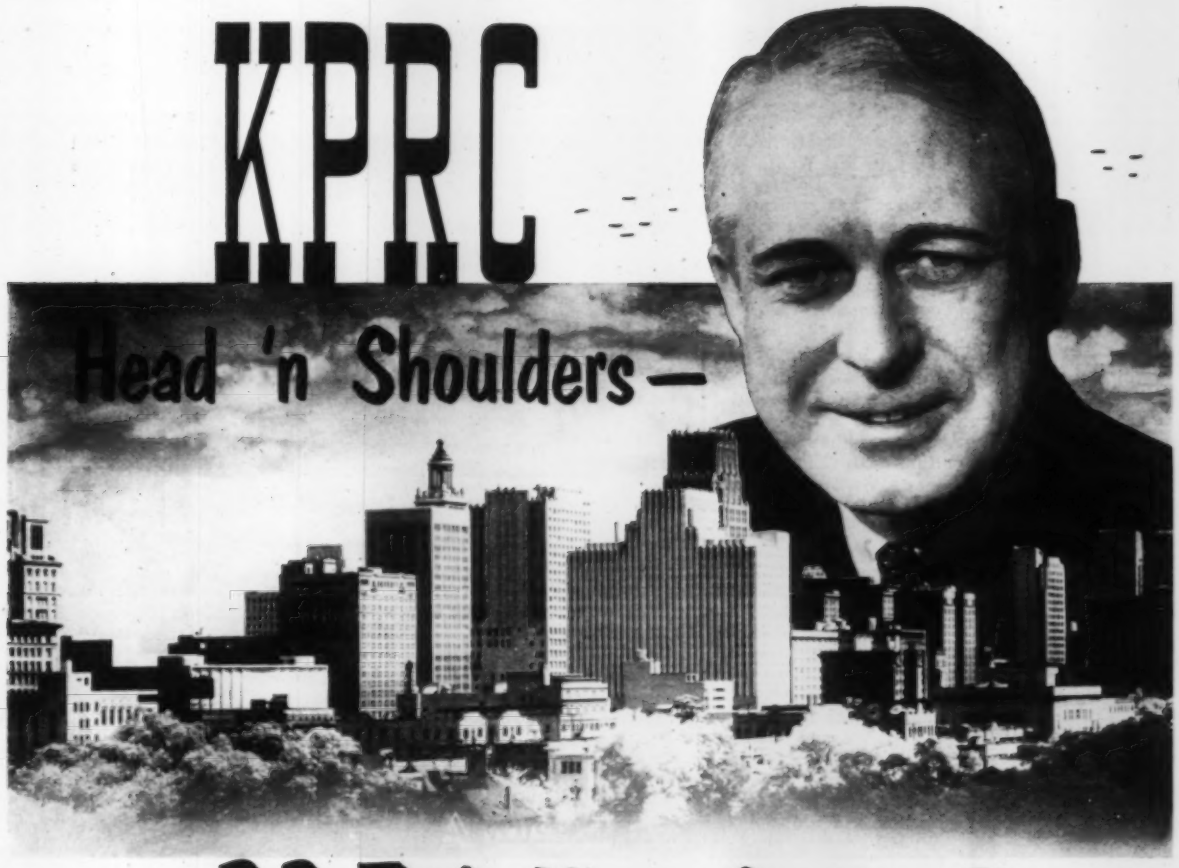
"FLORIDA'S SWEET MUSIC STATION"

5000 WATTS • 950 KC • MBS NETWORK

ORLANDO, FLORIDA

J. ALLEN BROWN
VICE-PRESIDENT & GENERAL MANAGER

KPRC



33.7% Above Station B*

67.3% Above Station C*

125.4% Above Station D*

KPRC
HOUSTON

A-1-52

*Total rated time periods, share of Radio Audience Index. Hooper Radio Audience Index Report, October 1951.

NBC and TQN on the Gulf Coast
JACK HARRIS, General Manager
Represented Nationally by
EDWARD PETRY and COMPANY

OVER 1,000,000 PER DAY

WRC audience surveys mean something more than passive listeners. Daily and Sunday "circulation" is also measured in terms of results over the counter for advertisers.

Morning, noon and night, Washington area people tune to the continuing editions of WRC-NBC. Combined total listening goes well over nine digits . . . a tremendous audience for your commercial message.

The entire WRC schedule represents a range of programming to fit any sales requirement.

IN THE NATION'S CAPITAL YOUR BEST BUY IS

FIRST in WASHINGTON

WRC NBC

5,000 Watts • 980 KC

Represented by NBC SPOT SALES

feature of the week

MARJORIE RAMSEY, winner of the WCHS Charleston, W. Va., Defense Bonds sales contest, has returned from an all-expense trip to Europe with renewed enthusiasm for "the fine job our men are doing over there." The WCHS-sponsored contest was conducted among West Virginia schoolteachers [B•T, Oct. 22].

Miss Ramsey, 27-year-old science teacher at Logan, W. Va., flew out of New York Nov. 20 to visit five countries.

The whirlwind trip took Miss Ramsey to England, France, Germany, Switzerland and Italy. As one might expect, Paris made a very deep impression. She returned Dec. 12.

Lewis C. Tierney, West Virginia Defense Bond chairman and president of the Tierney Co. which operates WCHS, explained that the purpose of the trip was twofold: To stimulate bond buying and to give the winning teacher an opportunity to see first-hand what American defense dollars are doing to bolster the western world against communism.

Quota for the state drive was $6 million. With the help of the WCHS contest, bond sales soared to $9.2 million. In the three weeks that the school contest was in progress, $500,000 worth of bonds were sold.

Looking very pleased are Mr. Tierney and Miss Ramsey as they examine Defense Bond pledges.

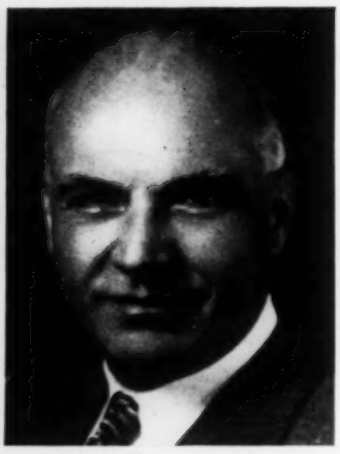
* * *

Pupils canvassed their neighborhood and sold bonds on behalf of their favorite schoolteacher. Miss Ramsey's pupils enthusiastically amassed a sales total of $50,000 maturity value.

Runner-up in the contest received for her school a sound motion picture projector with a film library. Third-place winner was awarded a radio-phonograph and a record library. All prizes were awarded by WCHS.

Since Miss Ramsey was away from her classroom several weeks, WCHS paid the salary of a substitute teacher.

strictly business



Dr. JULES MONTENIER

THE MAN who revolutionized the deodorant business by carrying on full-fledged advertising campaigns in the winter months and making an appealing product pitch to men as well as women is a Swiss scientist with a doctorate from the U. of Geneva.

Dr. Jules Montenier, president of the Chicago company of the same name, developed the formula for Stopette anti-perspirant just four years ago. Working closely with Earle Ludgin, advertising agency there, he mapped out a city-by-city, medium-by-medium campaign which has gained national distribution for Stopette and put the product among the leaders in a highly-competitive field. The major vehicle for successful sales has been the popular quiz show, *What's My Line?*, on CBS Television

Born of French parents in Switzerland, Dr. Montenier was asked by the European perfume industry to handle research on the mutation of flowers for perfumes when he was still in his early 20s. His interest in the limited application of his scientific knowledge was broadened to all phases of the cosmetics industry, in which he has

(Continued on page 20)

Wilkes Barre's Reliable EARWay*

If You Want Coverage That Counts...

. . you want and need WBRE in this unusual 500,000 population market. Yes, other stations have more power . . . but WBRE has the programming power that produces profits for the advertiser.

* EARWAY . . . means listening power! Conlan shows that more people listen to WBRE more consistently than to any other station in the Wilkes-Barre trading area.

WBRE
WILKES-BARRE PENNSYLVANIA
AM-FM AFFILIATE

Do Some *Independent* Thinking About Radio Today

People who care about their money are doing some hard thinking about radio today . . . some *independent* thinking. In fact, many national advertisers who formerly bought network radio are finding they get better results when they use the leading *independent* radio stations. Don't take our word for it—make us prove it. Write to any AIMS station listed below for all the facts.

JUST READ WHAT THESE *INDEPENDENT* THINKERS SAY:

"Sales overall for the month of November have tripled those of the same month last year, thanks to our daily 15-minute program on the Danny Ryan Show."

—To Radio Station WBBW, Youngstown, Ohio

—From Yahrling-Rayner Music Company Youngstown

". . . we scheduled advertising on your station to run through 10 days. In exactly half that time, however, your radio blast had been so effective that our Denver warehouse was almost entirely sold out."

—To Radio Station KMYR, Denver, Colorado

—From Bernstein Brothers, Pueblo, Colorado

THESE ARE THE LEADING *INDEPENDENT* RADIO STATIONS:

WCUE —Akron, Ohio
WBMD—Baltimore, Maryland
WBNY —Buffalo, New York
WJMO—Cleveland, Ohio
WVKO—Columbus, Ohio
KMYR —Denver, Colorado
KCBC —Des Moines, Iowa
WIKY —Evansville, Indiana
WCCC —Hartford, Connecticut
WXLW—Indianapolis, Indiana
WJXN —Jackson, Mississippi
KLMS —Lincoln, Nebraska
WKYW —Louisville, Kentucky
WMIE —Miami, Florida
WMIL —Milwaukee, Wisconsin
WKDA —Nashville, Tennessee
WBOK —New Orleans, Louisiana
WWSW—Pittsburgh, Pennsylvania
KXL —Portland, Oregon
WXGI —Richmond, Virginia
KSTL —St. Louis, Missouri
WMIN —Minneapolis-St. Paul
KNAK —Salt Lake City, Utah
KITE —San Antonio, Texas
KSON —San Diego, California
KYA —San Francisco, California
KING —Seattle, Washington
KREM —Spokane, Washington
WACE —Springfield, Massachusetts
KSTN —Stockton, California
WOLF —Syracuse, New York
KFMJ —Tulsa, Oklahoma
WNEB —Worcester, Massachusetts
WBBW—Youngstown, Ohio

They are all members of AIMS—Association of Independent Metropolitan Stations—each the outstanding *independent* station in a city

ASSOCIATION OF INDEPENDENT METROPOLITAN STATIONS · AIMS

Aim for BULL'S-EYE results...with the AIMS GROUP

DETROIT PUBLIC LIBRARY

THE NATIONAL BOARD OF FIRE UNDERWRITERS
INVITES ENTRIES FOR

Gold Medal Awards

For Outstanding Public Service In Fire Safety By A Radio Station (AM-FM and TV) in 1951

Each year since 1941, The National Board has awarded a Gold Medal or $500 in cash, to the radio station which, in the opinion of impartial judges, carried out the best fire safety campaign. In addition, Honor Award Citations are made to other stations. Identical awards are also made to daily and weekly newspapers.

Check through your files for 1951—your station may have done much more than you think for fire safety. Assemble clippings, photos, letters of commendation or any other material pertinent to your fire safety work. Send in your exhibit—it need not be elaborate—to The National Board of Fire Underwriters, 85 John Street, New York 38, N. Y., *before February 15, 1952.*

Any radio executive may send in an entry on behalf of his own station—or the local fire chief may do it in your behalf. The National Board takes no part whatever in the judging. Awards are based on worthiness and effectiveness of the campaigns involved. All decisions of the judges are final.

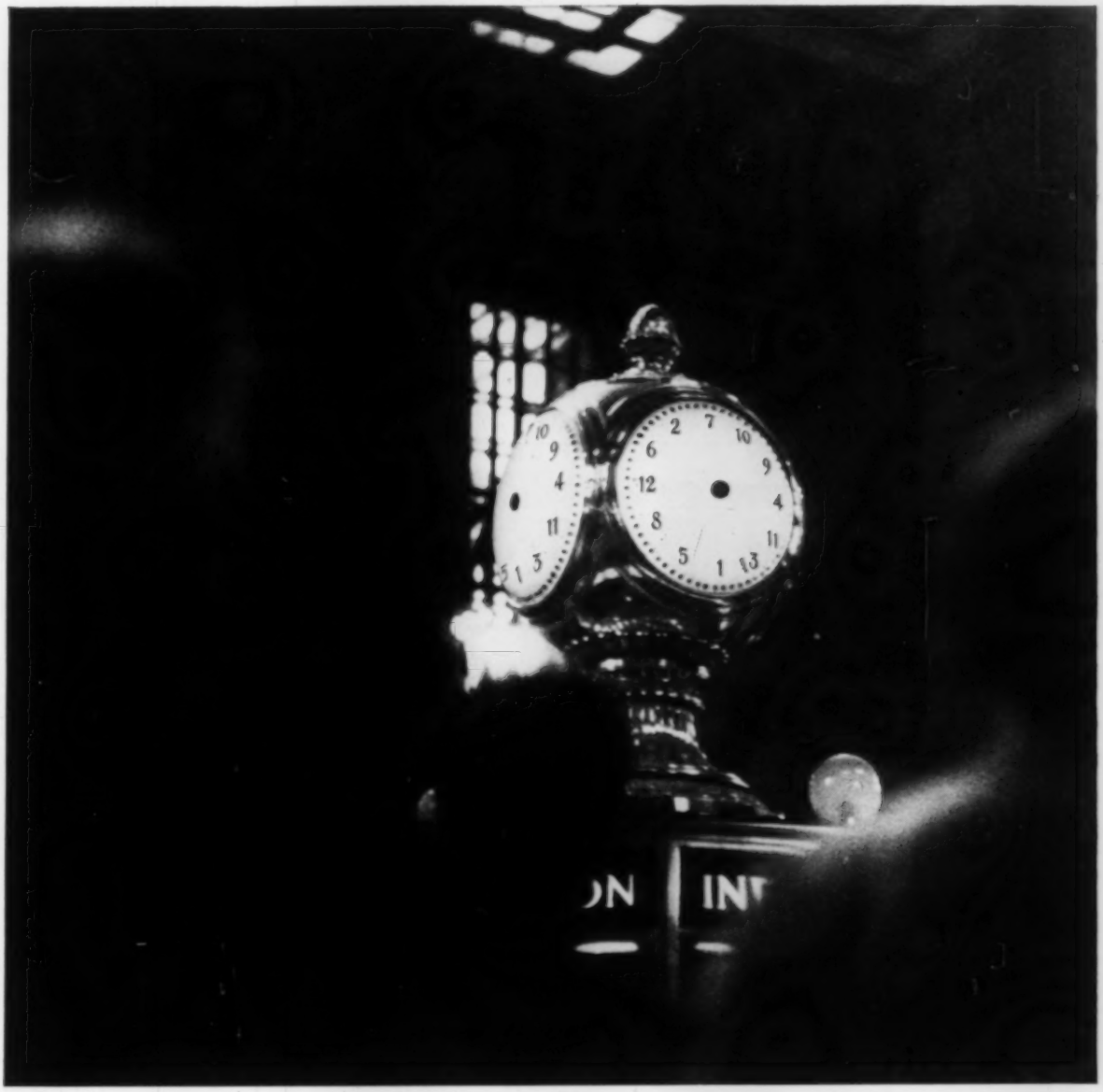
GET READY FOR NEXT YEAR!

Right now is the best time to plan your 1952 fire safety campaign. Winning campaigns are based upon long-range planning and effective use of every means at your command. Save all clippings, photos, letters of your campaign so you'll be ready with your exhibit when next year's Gold Medal entries are requested!

WINNER LAST YEAR

Station KANS, Wichita, Kansas, wins its second Gold Medal Award. Walter Gage, left, NBFU, presents check to Announcer George Gow and Manager Archie Taylor. Honor Award Citations were made to four stations.

THE NATIONAL BOARD OF FIRE UNDERWRITERS
85 JOHN STREET, NEW YORK 38, N. Y.



What happened to the time?

A lot of things are scarce these days.

Steel. Aluminum. Machine tools. Raw materials. So scarce, in fact, that Uncle Sam has them on a priority list.

But in American industries today, the scarcest commodity of all is . . . *time!*

With military orders urgent, with complex new weapons in the making, *time* is the key word of our defense program.

But there's one way a manufacturer can get a "priority" on *time.*

He can ship his parts and products via Air Express—the service that gets *top priority* of all commercial shipping services!

Air Express is first off the loading platform . . . first on the planes . . . first to arrive at destinations anywhere in the 48 states!

Whatever your business, you can profit from the regular use of Air Express. Here's why:

IT'S FASTEST — Air Express gets *top priority* of all commercial shipping services — gives the fastest, most complete door-to-door pick-up and delivery service in all cities and principal towns at *no extra cost.*

IT'S DEPENDABLE — Air Express provides one-carrier responsibility all the way and gets a *receipt upon delivery.*

IT'S PROFITABLE — Air Express service costs less than you think, gives you many profit-making opportunities.

For more facts, call Air Express Division of Railway Express Agency.

AIR EXPRESS

GETS THERE FIRST

milestones...

► KXO El Centro, Calif., today celebrates its 25th anniversary. Its first broadcast was aired Jan. 7, 1927, under call letters KGEN.

► Nostalgia of old songs and top news and sports headlines flavored the quarter-century anniversary of WJBW New Orleans, La., Nov. 27. Silver Jubilee broadcast, *I Hear Music*, culminated a month-long campaign of reminders of the occasion. Other radio stations also joined in celebration and Veterans of Foreign Wars and other groups gave testimonial luncheon citing WJBW's public service role. Station is owned by Mrs. Louise C. Carlson, general manager. Assistant manager is her son, Ed Carlson. Anniversary show was emceed by Jim Landry and written by Bob Smith.

► Gillham Adv. Agency, Salt Lake City, noted its 40th year Dec. 14 at its annual employes' dinner at the local Alta Club. Marion C. Nelson, president and with the agency 31 years, paid special tribute to veteran employes Lon Richardson, senior vice president, 20 years service; Dan H. Leahy, artist, also 20 years; Clair Lindgren, artist, 13 years; J. R. Furner, production manager, 12 years.

► Quarter century of broadcasting by Westinghouse Radio Stations' KEX Portland, Ore., was theme of special programs aired Dec. 2. Westinghouse has owned and operated the station since 1944. In the past five years, station occupied new, modern studios in Portland, increased its power to 50 kw and installed an FM transmitter.

► Dinner at the Athletic Club in Columbus, Ohio, for employes of Byer & Bowman Adv. Agency marked that firm's silver anniversary on Nov. 30. When it started in businss, working capital was $200. Now its projected annual billing is about $2,750,000.

► Engineering staff member Raymond J. Lloyd of WIP Philadelphia was honored at an informal party last month by Benedict Gimbel Jr., president and general manager, WIP, in recognition of 25 years with the station. He is now the station's oldest engineer in point of service.

► RCA Victor Div. now has more than 1,200 employes boasting 25 or more years of continuous service. Total was reached with addition in December of 154 men and women to the RCA Victor 25-Year Club at dinners held in various plants located in Indianapolis, Chicago, Hollywood, Harrison, N. J., Detroit, Philadelphia, Pulaski, Va., and Lancaster, Pa. Club was organized in 1948.

► KYA San Francisco staffers observed the station's 25th anniversary Dec. 18.

► Les Farber, CBS-KNX Hollywood writer, has completed his 21st year in radio. Mr. Farber currently is writing KNX's *Second Cup of Coffee Club* and *Command Theatre.*

► Bill Pierce, personality at WQAN Scranton, Pa., celebrated his 25th year in radio Jan. 1. Mr. Pierce, who is the start of *The Bill Pirce Show* and *Bill Pierce Open House Show* on WQAN, has spent his entire radio life in Scranton.

Another BLUE RIBBON ACHIEVEMENT

KFAB's Farm Service Department is nationally known for its achievements. Bill Macdonald, farm service director, has received numerous awards during his quarter-century of farm broadcasting. This picture, taken during the recent 25th anniversary banquet for Bill Macdonald, shows Nebraska's Governor Peterson presenting him with the coveted "People's Award." Looking on is Hugo Srb, clerk of Nebraska's famed unicameral, who is presenting a similar award from the people of Dodge County, Nebraska. . . . BIG RESULTS can be YOUR ACHIEVEMENT when you use KFAB. Address: Harry Burke, General Manager; or, contact Free & Peters.

THE MIDWEST-EMPIRE SERVED BEST BY KFAB

Strictly Business

(Continued from page 16)

specialized since coming to this country when he was 29.

An active researcher as well as a successful businessman, Dr. Montenier has worked on most of the major cosmetic research carried on in the U. S. of recent years. Many name-brand cosmetics are the result of his research and formulas, and they include such products as hair dyes, eyelash coloring, face powder, lipsticks, perfume, creams, hand lotions and deodorants.

When he perfected Stopette he took the subject of body odor out of the bathroom and into the living-room. Via television, Stopette was advertised as a non-irritating, non-damaging anti-perspirant.

Dr. Montenier was the first in his field to use the flexible plastic bottle with a fine spray. Packaging in the plastic bottle, following development of DuPont's polyethylene material, set a trend in the cosmetic industry.

"Poof," the word in Stopette commercials describing the sound of the spray as it comes from the bottle, has been chosen as the name for a new product which Dr. Montenier will introduce in January. Television alone will be used to advertise the new deodorant powder, described as a complement to Stopette for overall body use. Poof will be packaged in the same kind of spray bottle.

Dr. Montenier says television "has played an important part in the growth of our business. In the cosmetic industry, we have been the first firm to use television extensively because our product, Stopette, can be very dramatically demonstrated in full action, which no other form of advertising does as well.

"While we believe other forms of advertising media are necessary in the promotion of a cosmetic, we find that in the cities where we use TV we have a higher percentage of increases in business. We intend to keep on using television for any product of the future that lends itself to this medium as well as our Stopette spray deodorants."

A Young Man of DISTINCTION...
in a MARKET OF DISTINCTION

The market is Minneapolis—St. Paul where the PER CAPITA CONSUMPTION OF FLUID MILK IS THE HIGHEST OF ANY MARKET IN THE UNITED STATES!

WTCN is the station in the market which for 10 years has carried 80% of the joint advertising budget subscribed by the Milk Producers and the Milk Dealers.

No spectacular offers or "gimmicks"—just a solid program of news and the telling of the milk story by John Ford—a WTCN Town Crier. The increased rate of milk consumption, year by year, has been steady—rather than spectacular. A desirable method, we submit!

"They knew his bell, his voice: and so the friendship of a voice with many people was formed"

WTCN *Town Crier of the Northwest*

MINNEAPOLIS—ST. PAUL

RADIO ABC 1280 • TELEVISION ABC CBS DUMONT CHANNEL 4

National Representatives
FREE AND PETERS

milestones...

► KXO El Centro, Calif., today celebrates its 25th anniversary. Its first broadcast was aired Jan. 7, 1927, under call letters KGEN.

► Nostalgia of old songs and top news and sports headlines flavored the quarter-century anniversary of WJBW New Orleans, La., Nov. 27. Silver Jubilee broadcast, *I Hear Music*, culminated a month-long campaign of reminders of the occasion. Other radio stations also joined in celebration and Veterans of Foreign Wars and other groups gave testimonial luncheon citing WJBW's public service role. Station is owned by Mrs. Louise C. Carlson, general manager. Assistant manager is her son, Ed Carlson. Anniversary show was emceed by Jim Landry and written by Bob Smith.

► Gillham Adv. Agency, Salt Lake City, noted its 40th year Dec. 14 at its annual employes' dinner at the local Alta Club. Marion C. Nelson, president and with the agency 31 years, paid special tribute to veteran employes Lon Richardson, senior vice president, 20 years service; Dan H. Leahy, artist, also 20 years; Clair Lindgren, artist, 13 years; J. R. Furner, production manager, 12 years.

► Quarter century of broadcasting by Westinghouse Radio Stations' KEX Portland, Ore., was theme of special programs aired Dec. 2. Westinghouse has owned and operated the station since 1944. In the past five years, station occupied new, modern studios in Portland, increased its power to 50 kw and installed an FM transmitter.

► Dinner at the Athletic Club in Columbus, Ohio, for employes of Byer & Bowman Adv. Agency marked that firm's silver anniversary on Nov. 30. When it started in businss, working capital was $200. Now its projected annual billing is about $2,750,000.

► Engineering staff member Raymond J. Lloyd of WIP Philadelphia was honored at an informal party last month by Benedict Gimbel Jr., president and general manager, WIP, in recognition of 25 years with the station. He is now the station's oldest engineer in point of service.

► RCA Victor Div. now has more than 1,200 employes boasting 25 or more years of continuous service. Total was reached with addition in December of 154 men and women to the RCA Victor 25-Year Club at dinners held in various plants located in Indianapolis, Chicago, Hollywood, Harrison, N. J., Detroit, Philadelphia, Pulaski, Va., and Lancaster, Pa. Club was organized in 1948.

► KYA San Francisco staffers observed the station's 25th anniversary Dec. 18.

► Les Farber, CBS-KNX Hollywood writer, has completed his 21st year in radio. Mr. Farber currently is writing KNX's *Second Cup of Coffee Club* and *Command Theatre.*

► Bill Pierce, personality at WQAN Scranton, Pa., celebrated his 25th year in radio Jan. 1. Mr. Pierce, who is the start of *The Bill Pirce Show* and *Bill Pierce Open House Show* on WQAN, has spent his entire radio life in Scranton.

KFAB's Farm Service Department is nationally known for its achievements. Bill Macdonald, farm service director, has received numerous awards during his quarter-century of farm broadcasting. This picture, taken during the recent 25th anniversary banquet for Bill Macdonald, shows Nebraska's Governor Peterson presenting him with the coveted "People's Award." Looking on is Hugo Srb, clerk of Nebraska's famed unicameral, who is presenting a similar award from the people of Dodge County, Nebraska. . . . BIG RESULTS can be YOUR ACHIEVEMENT when you use KFAB. Address: Harry Burke, General Manager; or, contact Free & Peters.

Strictly Business

(Continued from page 16)

specialized since coming to this country when he was 29.

An active researcher as well as a successful businessman, Dr. Montenier has worked on most of the major cosmetic research carried on in the U. S. of recent years. Many name-brand cosmetics are the result of his research and formulas, and they include such products as hair dyes, eyelash coloring, face powder, lipsticks, perfume, creams, hand lotions and deodorants.

When he perfected Stopette he took the subject of body odor out of the bathroom and into the living-room. Via television, Stopette was advertised as a non-irritating, non-damaging anti-perspirant.

Dr. Montenier was the first in his field to use the flexible plastic bottle with a fine spray. Packaging in the plastic bottle, following development of DuPont's polyethylene material, set a trend in the cosmetic industry.

"Poof," the word in Stopette commercials describing the sound of the spray as it comes from the bottle, has been chosen as the name for a new product which Dr. Montenier will introduce in January. Television alone will be used to advertise the new deodorant powder, described as a complement to Stopette for overall body use. Poof will be packaged in the same kind of spray bottle.

Dr. Montenier says television "has played an important part in the growth of our business. In the cosmetic industry, we have been the first firm to use television extensively because our product, Stopette, can be very dramatically demonstrated in full action, which no other form of advertising does as well.

"While we believe other forms of advertising media are necessary in the promotion of a cosmetic, we find that in the cities where we use TV we have a higher percentage of increases in business. We intend to keep on using television for any product of the future that lends itself to this medium as well as our Stopette spray deodorants."

A Young Man of DISTINCTION... in a MARKET OF DISTINCTION

The market is Minneapolis—St. Paul where the PER CAPITA CONSUMPTION OF FLUID MILK IS THE HIGHEST OF ANY MARKET IN THE UNITED STATES!

WTCN is the station in the market which for 10 years has carried 80% of the joint advertising budget subscribed by the Milk Producers and the Milk Dealers.

No spectacular offers or "gimmicks"—just a solid program of news and the telling of the milk story by John Ford—a WTCN Town Crier. The increased rate of milk consumption, year by year, has been steady—rather than spectacular. A desirable method, we submit!

"They knew his bell, his voice: and so the friendship of a voice with many people was formed"

WTCN *Town Crier of the Northwest*

MINNEAPOLIS—ST. PAUL

RADIO ABC 1280 • TELEVISION ABC CBS DUMONT CHANNEL 4

National Representatives
FREE AND PETERS

"58,508 votes! Is everybody voting in WAVE's Disk Jockey Contest?"

If you think there's any other important advertising medium in Louisville, aside from WAVE, we won't say you're wrong. But for the past ten weeks, The Oertel Brewing Company's late-evening Disk Jockey Show (10:15 to 11:30 p. m.) has been pulling an average of 3,771 individual mail pieces per week, plus 2,080 individual telephone calls. Emcee Bob Kay is swamped, and Oertel's '92 Beer is selling like mad all over the WAVE area. This in a market with six other radio stations and two television stations. Write us for *all* the facts — or ask Free & Peters!

WAVE
LOUISVILLE

5000 WATTS • NBC •

Free & Peters, Inc., *Exclusive National Representatives*

BROADCASTING

VOL. 42, No. 1 JANUARY 7, 1952

MILLER ATTORNEY GENERAL?

Will Coy Move to NARTB?

BIG RADIO names entered the Washington political scene last week in the speculation over appointment of a successor to Attorney General J. Howard McGrath.

Justin Miller, NARTB board chairman and general counsel and a former federal judge, was mentioned as a possible successor to Mr. McGrath. Both President Truman, at his news conference last Thursday, and Judge Miller were non-communicative.

And the mere mention of the possibility of a vacancy at NARTB gave rise to the inevitable speculation that FCC Chairman Wayne Coy might be enticed into the industry fold—either as Judge Miller's immediate successor, or as head of the television operations of the trade association.

Washington's sizzling political cauldron has been stoked to white heat for weeks over the Government corruption disclosures. The popular pasttime has been to pick the successor to Mr. McGrath, on the assumption that he would resign or receive appointment to another high post—possibly in the diplomatic corps. Mr. McGrath, however, has stated he knew nothing about his impending appointment abroad.

Miller Declines to Comment

Judge Miller, who became NARTB board chairman last year, relinquishing the presidency to Harold E. Fellows, likewise declined comment last week on the report—first used by Ray Henle (NBC—Sunoco *Three-Star Extra*) on Wednesday. Mr. Henle did not mention Judge Miller by name, but his description of the man was pat.

Judge Miller told BROADCASTING• TELECASTING Wednesday afternoon —before the Henle broadcast—that he "appreciated the compliment" of being mentioned for the Attorney Generalship. He said that even if he had been approached, he would be in no position to comment. Afterward, however, he was unavailable to newsmen.

Mr. Henle in his Jan. 2 broadcast stated that he had been informed that "the new Attorney General already had been decided upon, he has been approached and presumably has agreed to serve." He added that the appointment would be announced within a week, perhaps in view of the broadcast, "within a matter of hours." Then, he continued, "McGrath's successor, we understand, will be a former federal judge who stepped down from the federal bench a few years ago, one of the highest courts in the country, to accept an important quasi-judicial position in private industry. The prospective Attorney General is said to be a close friend of the Chief Justice of the United States, Fred Vinson, and highly thought of by the bar."

At his Thursday news conference the President was armed for bear on questions regarding the Attorney Generalship. Asked whether Mr. McGrath had requested in writing that he be relieved, the President said that he was not going to answer any questions regarding continued drastic action that he proposed to take. He added that when he was ready he would make further announcement.

There was the view that Judge Miller perhaps had been sounded out as to his possible availability, but with no actual approach from President Truman. Also, it is presumed entirely possible that the speculation was in the wrong direction, and that the President perhaps wanted to know whether Judge Miller might be willing to become a member of the proposed three-man clean-up commission to root out corruption in Government. Judge Miller now is serving as chairman of the Salary Stabilization Board, and his background would appear to qualify him ideally for either the Attorney Generalship or any other high-level activity. He is a former assistant attorney general, and served both on the U. S. Court of Appeals for the District of Columbia, which bench he left to join NAB (NARTB's predecessor) in 1945, and the United States Tax Court.

Lighter Duties

Since Mr. Fellows assumed the NARTB presidency last June, Judge Miller has not been burdened with day-to-day operations of the NARTB. He is required to spend only about one-third of his time on NARTB affairs in Washington headquarters. It was for this reason that he accepted the call by former Stabilization Director Eric Johnston to assume the chairmanship of the SSB on a parttime basis.

Mr. Fellows has won high tribute from both broadcasters and telecasters since he assumed the presidency six months ago. He has tightened up the association's operations, and effected substantial economies. When the reorganization was effected, it originally had been contemplated to have in the TV organization the counterpart of Mr. Fellows. This, however, was changed to give him supervision over all operations.

There exists, however, the desire on the part of some directors—notably in TV—to bolster operations, particularly in the light of the new TV self-regulation code. Mr. Coy's name previously had been mentioned for a top NARTB post, either in the overall organization or in TV.

Even before the President's refusal to answer any inquiries concerning the Attorney Generalship, questions were being asked in broadcasting quarters whether Mr. Coy might not be persuaded to discuss possible affiliation with the NARTB. The FCC chairman, it is known, has been approached informally in recent months about the NARTB TV position, but only to the extent of sounding him out on a top trade association status. Mr. Coy has shown intense interest in adoption of the NARTB TV Code, which becomes effective March 1.

Mr. Coy, it is reliably understood, has listened but hasn't been

(Continued on page 91)

SET OWNERSHIP

Up in Nearly All Counties

OWNERSHIP of radio receivers increased in nearly every county in the United States during the 1940-50 period though population rose in only 50.3% of the counties.

Revised data showing 1950 radio homes by counties (see table) have been computed by BROADCASTING• TELECASTING from new county household figures just made available by the U. S. Census Bureau on the basis of the decennial census. (New radio homes and total households data by metropolitan areas were printed in the Dec. 31 BROADCASTING•TELECASTING.)

In only a relatively few instances, the new figures show, was there a loss in number of radio homes in a county. Heaviest decline, percentagewise, occurred in tiny Esmeralda County, Nev., which lost three-fifths of its 1,500 population in the decade.

This, of course, is a freak case. It is matched on the other hand by Benton County, Wash., where both total households and radio homes more than quadrupled.

The Census Bureau's household figures cover the 3,070 counties in the United States, showing a total of 42,856,051 households as of April 1950, when the decennial census was taken. In a figure compiled for BROADCASTING•TELECASTING, the bureau found a total of 44,380,000 households (occupied dwellings) in the nation as of Jan. 1, 1952 [B•T, Dec. 31, 1951]. In these households live 155,800,000 persons compared to 150,697,361 as of April 1950.

No breakdowns showing areas where the increase of 1,860,000 households has occurred since April 1950 can be made, according to the Census Bureau. The increase occurred as the total population was increasing 4,224,000, or 2.8% (April 1950 to Nov. 1951).

In computing radio homes by counties in 1950, BROADCASTING• TELECASTING used the new Census

(Continued on page 38)

Complete Tabulation of all U. S. Counties With Breakdown of Radio Homes on page 38

H. STONE TO ABC

Resigns From KPHO-AM-TV

HARRY L. STONE, general manager of KPHO-AM-TV Phoenix, Ariz., has joined ABC in San Francisco in an executive capacity, it was learned last week. He will assume charge of the Pacific Coast regional and national radio network sales for the network there, according to ABC headquarters in New York.

Harry Stone

Mr. Stone has been active in radio for some 30 years.

Gayle Grubb, vice president and general manager of KGO and KGO-TV, remains in charge of ABC San Francisco radio and TV operations.

The shift was consonant with ABC's evolution into separate radio and video operations, it was explained.

Assumes Stone Duties

John C. Mullins, president of KPHO-AM-TV, in announcing Mr. Stone's resignation indicated he will assume the general managership vacated by Mr. Stone in addition to his present duties. Mr. Mullins will continue to spend the majority of his time in Phoenix.

Mr. Stone joined KPHO-AM-TV on Jan. 22, 1951. Previously he had been associated with WSM Nashville, Tenn., for 22 years, part of them as vice president and general manager. He is credited with having helped construct in 1922 WCBQ, Nashville's first station, which later became WBAW. He served as announcer, program director, and commercial manager.

In 1928 he moved to WSM as announcer and subsequently was named general manager. He also served as chairman of NBC's Station Planning Advisory Committee in 1941 and of the original Clear Channel Group. In 1947 he was chairman of employe relations for NAB's 6th District.

BAB's '52 Promotion

WILLIAM B. RYAN, president, BAB, will outline BAB's radio promotional plans for 1952, and Kevin Sweeney, BAB vice president, will describe results of measuring radio on a truly competitive basis with newspapers Jan. 10 (Thursday) at a luncheon meeting of the Radio Executives Club of New York at the Waldorf-Astoria Hotel.

WDAF Appoints

WDAF Kansas City has named Henry I. Christal Co. as national representative, effective Jan. 1.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"He's designing an automatic neck-line monitor for the NARTB television people!"

NBC RATES

Affiliates' Letters Scheduled Jan. 15

LETTERS to notify NBC radio affiliates of their new rates under the network's new rate formula will be sent out about Jan. 15, with the new rates to be effective July 1, a spokesman reported last week.

He said the letters are still being drafted, but that at the present time there was no plan to have them include a statement that the rate formula—a method of appraising rates which has drawn criticism from many affiliates—might be changed after the present rate adjustments have been made.

The latter relates to reports which circulated a week previously to the effect that NBC President Joseph H. McConnell had said the rate formula might be revised or abandoned following the current round of adjustments. Mr. McConnell said at the time that his comments had been misinterpreted and that what he actually said was a reiteration of earlier statements that NBC does not plan to keep the formula so rigid that it cannot be revised "as the necessities dictate" [B•T, Dec. 31, 1951].

Time Not Definite

Mr. McConnell, who was on the West Coast last week, also had said he was not sure as to exactly when the rate letters would be sent to affiliates, but that they would go at an "appropriate" time. In reporting last week that Jan. 15 is the approximate date for the letters to be sent, an official said this is now the plan.

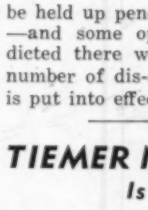
Application of the formula means downward adjustments in the rates of a majority of NBC's radio affiliates, with upward adjustments for others, resulting overall in little change in the total rate for the complete network.

The projected rate changes have aroused substantial opposition—by a vote of 72 to 22 affiliates voted at the NBC convention in late November that effectuation of the formula be held up pending further studies—and some opponents have predicted there will be a substantial number of dis-affiliates if the plan is put into effect.

TIEMER NAMED

Is Foster Successor

PAUL TIEMER, eastern sales manager of Paul H. Raymer Co., radio and television station representative, has been named manager of the company's New England office with headquarters in Boston, it was announced last week. He succeeds Robert Foster, who has joined WGAN Portland and WGUY Bangor, Me. The changes were effective Jan. 1.



Mr. Tiemer

Mr. Tiemer has been with the Raymer organization for 12 years, serving as account executive before he was named eastern sales manager two years ago. He formerly was on the national advertising staff of the Scripps-Howard newspapers. The duties of eastern sales manager are among those being assumed by Fred Brokaw with his return to the New York office as executive vice president in direct charge of all AM operations [B•T, Dec. 24, 1951].

L. STONE RESIGNS

Leaves KIRO, Joins KBRO

LOREN B. STONE, veteran radio executive on the West Coast, plans to resign as vice president and manager of KIRO Seattle effective Jan. 15, it was learned last week.

Loren Stone

Mr. Stone, it was said, will become general manager of KBRO Bremerton, Wash. Associated with KIRO for the past 16 years, Mr. Stone served seven years in the post he now vacates. Saul Hass is president of Queen City Broadcasting Co., operator of KIRO-AM-FM.

In 1931, Mr. Stone entered radio by joining the KOMO Seattle sales staff. Later, he went to KIRO.

CBS-GUEDEL PACT

TV Show Also Planned

A LONG-TERM agreement between CBS Radio and John Guedel Productions, under which the *Linkletter House Party*, CBS Radio series, will also be presented in a television version on CBS-TV, is to be announced today (Monday) by Howard S. Meighan, president of the CBS Radio Division.

CBS Radio in effect takes over ownership of the program for the duration of the contract, it was understood.

Tentative plans look toward starting the TV version in March and to schedule it immediately preceding the radio version, which will continue in the 3:15-3:40 p.m. segment Monday through Friday. The TV show will be 30 minutes instead of the radio version's 25, however.

Pillsbury Mills, which sponsors the radio *House Party*, will sponsor the last 15 minutes of the TV version and will cut its sponsorship of the radio show to the 3:30-3:40 p.m. portion, after which it sponsors Cedric Adams from 3:40-3:45 p.m.

Settel to DuMont

IRVING SETTEL, advertising director of Connord's Inc., retail stores, and instructor in advertising at Pace College, has been appointed sales, promotion, merchandising, and advertising consultant for the DuMont Network, Donald A. Stewart, coordinator of the film program division, announced Wednesday. Mr. Settel is author of the widely-used textbook, *"Effective Retail Advertising,"* and of the *"Adviser,"* syndicated feature. A new book by Mr. Settel, *"Television Advertising and Production Handbook,* is scheduled for September publication by Thomas A. Crowell Publishing Co.

CONVENTIONS

Philco Signs NBC Radio-TV

A PAIR of prize political plums had been picked off by the NBC and CBS Radio and Television Networks last week and other networks were actively—and hopefully—searching for more.

Philco Corp. announced it would sponsor—at a cost reported unofficially as about $3.8 million—NBC Radio and TV coverage of the Democratic and Republican Conventions in Chicago next July, certain pre-convention activities and results of the November elections.

Westinghouse Electric Corp. already had announced [B•T, Dec. 31, 1951] that it will sponsor convention and election coverage, plus a 13-week get-out-the-vote campaign, on CBS Radio and CBS Television, though on a more restricted number of stations—100 major markets, with the radio station selections representing the network's first sale under its new "Selective Facilities Plan" [B•T, Dec. 10, 1951]. This requires Westinghouse to make the broadcasts available to all other CBS Radio affiliates, for sale through CBS Radio to non-competing advertisers. Cost of the Westinghouse pact was placed unofficially at about $3 million.

Negotiating With Prospects

ABC officials meanwhile were in active negotiations with prospective sponsors for both radio and TV coverage and DuMont TV Network also was reported "in negotiations."

Mutual spokesman said Friday that they were undertaking "strong presentations" to a number of potential sponsors.

Sears Roebuck & Co., which has rarely used network radio, reportedly was considering the sponsorship role on the ABC Radio and TV Networks.

Another prospect which was said to be considering convention sponsorship was Time Inc., which sponsored off-the-floor developments at the 1948 conventions on NBC-TV and whose plans for *Time* and *Life* campaigns for 1952 are under study by Young & Rubicam, New York [CLOSED CIRCUIT, Dec, 31, 1951].

The negotiations with both Westinghouse and Philco had the unofficial, tacit approval of both the Democratic and Republican National Committees, it was learned.

Both groups have under study a proposed code of standards for physical coverage of the conventions, including sponsorship factors. The Democratic National Committee is expected to pass approval on the standards of practice at a special midwestern party conclave in Kansas City, Kan., Jan. 25-27.

Still at issue, as reported in the Dec. 31, 1951, issue of BROADCASTING • TELECASTING, is the question of who shall bear the cost of installing studio equipment. Feeling in some political quarters is that the networks should sustain the financial burden. Multiple sponsorship also is an industry problem, it also is felt.

Reasoning on facilities is that conventions are held to select Presidential candidates, and that broadcast coverage is secondary, with responsibility for facilities falling on industry shoulders.

In disclosing its plans for coverage for Philco, NBC predicted it would have "the largest lineup of radio and television stations ever assembled by a single network to carry the more than 60 hours of convention coverage."

Two special NBC TV studios and one for NBC Radio are being constructed in the International Amphitheatre, site of both conventions, NBC reported, and one other for TV and another for radio will be set up at the Hotel Conrad Hilton, headquarters for the two parties. Additionally, the new "Walkie Lookie" portable television camera will get its first convention use during the sessions, NBC said.

Coverage from the convention floor presumably will be handled on a pool basis to all the networks. NBC said it would handle the audio transmission from the convention hall for all TV networks.

NBC-TV coverage will be under the direction of William R. McAndrew, director of public affairs for the television network, while Henry C. Cassidy, director of news and special events for radio, will direct the radio network coverage.

Overall convention coverage supervision for NBC will be in the hands of William F. Brooks, vice president in charge of public relations; Davidson Taylor, general production executive for NBC-TV, and General Executive for NBC-TV A (Abe) Schechter.

Several NBC and NBC-TV forum and discussion programs will originate from Chicago.

Elaborate Coverage Plans

In addition to "elaborate plans" for both radio and TV coverage of the convention itself, including a minimum of 20 hours to be devoted to each convention by each CBS network, Westinghouse-CBS plans include a get-out-the-vote series in both radio and TV, to start in August and extend to the night before elections, with equal time to be afforded each of the two major parties.

The Westinghouse campaign will cover 100 major markets. These will include TV in all cities which are interconnected by convention time, with the remainder to be reached by radio. Three cities—New York, Philadelphia and Pittsburgh—will have both radio and TV under Westinghouse sponsorship, but under CBS Radio's selective Facilities Plan the radio coverage also will be made available to all CBS Radio affiliates. In markets not selected by Westinghouse, the Selective Facilities Plan stipulates, coverage may be sold to non-competitive advertisers through CBS Radio or, if not sold, may be broadcast sustaining with commercials deleted.

Construction of special studios to handle the CBS networks' coverage also is planned.

Election night coverage by CBS Radio and TV will start at 9 p.m.

CBS TV is assigning a staff of more than 100 for its convention coverage, including Newscasters-Commentators Edward R. Murrow, Robert Trout, Douglas Edwards, Charles Collingwood, Walter Cronkite and others.

For CBS Radio, the group will include these and Lowell Thomas, Larry Le Seuer, Don Hollenbeck, Winston Burdette, Allan Jackson, David Schoenbrun, Eric Sevareid, Bill Shadel, Joe Wershba, Griffing Bancroft, Bill Costello, Ron Cochran, Dwight Cooke and Lyman Bryson.

For the Philco coverage on NBC, the network said arrangements had been made for Bill Henry to report the running story of both conventions on both radio and TV. Mr. Henry said in Washington he expects to concentrate largely on TV. NBC said it assigned its combined radio and TV staffs of more than 100 reporters, commentators, analysts and writers.

(Continued on page 36)

MBS BILLINGS

'51 Time Sales Show Increase

MUTUAL Broadcasting System during 1951 had gross time sales of $17,875,758, a gain of 11.0% over the $16,102,797 gross time sales of this radio network during 1950, probably the only one of the four nationwide networks whose figures are regularly reported, to show an increase in time sales for the year.

Figures, reported last week by MBS, are for the first 11 months of 1951, with December billings estimated by the network's statisticians. 1950 figures are gross billings.

Other Figures Not Available

While other networks' 12-month figures were not available last week, it is almost certain that ABC, CBS and NBC would wind up the year with time sales more or less lagging behind their 1950 grosses. Preliminary estimates were made by BROADCASTING • TELECASTING on the basis of 10-month gross time sales as reported by Publishers Information Bureau [B•T, Dec. 24, 1951]. PIB does not cover Liberty Broadcasting System time sales.

Kellogg Co. was the leading purchaser of MBS time during 1951, the network breakdown of gross sales by clients shows. This cereal company spent $1,407,900 for MBS time during the year, largely for programs primarily appealing to the juvenile consumers of Kellogg products, such as *Mark Trail*, *Wild Bill Hickok*, and *Clyde Beatty*, although during the first six months of 1951 this company also had the Danish comedian-pianist, Victor Borge, on MBS in a three-a-week, five-minute program series.

Other MBS clients spending more than $1 million for time on that network during 1951 were Johns-Manville Corp., sponsoring Bill Henry's five-minute newscasts five evenings a week with a total gross time cost of $1,275,723; B. T. Babbitt Inc., spending $1,245,809 for time for the five-minute, five-a-week daytime *BAB-O Reporter;* P. Lorillard Co., using $1,245,415 worth of time for *Queen for a Day;* American Federation of Labor, whose sponsorship of Frank Edwards' late evening newscasts utilized $1,208,675 worth of MBS time; and Quaker Oats Co., buying $1,056,596 worth of time on Mutual for *Roy Rogers Show*, *Challenge of The Yukon*, *Sergeant Preston of the Yukon* and *Man on the Farm*.

MBS 1951 Gross Billings*

	Monthly	Cumulative
January	$1,542,887	$1,542,887
February	1,426,705	2,969,592
March	1,648,006	4,617,598
April	1,539,801	6,157,399
May	1,510,818	7,668,217
June	1,191,691	8,859,908
July	1,347,841	10,207,749
August	1,329,375	11,537,124
September	1,324,061	12,861,185
October	1,759,468	14,620,653
November	1,583,291	16,203,944
December	1,671,814	17,875,758
TOTAL		$17,875,758

* December billings estimated

J. Walter Thompson Co. placed more time on MBS during 1951 than any other agency, according to the network's records, which show gross billings for this agency of $1,899,926 for the year. William H. Weintraub Co. ranked second with gross Mutual time purchases of $1,430,744. Lennen & Mitchell stood third in the agency line at Mutual, with a total of $1,245,415 worth of time purchased for its clients during the year. Furman, Feiner Co. was fourth with gross time purchases of $1,208,675, and Sherman-Marquette Inc., fifth, with gross MBS time billings of $1,056,596.

When Mutual time sales are broken down by product classes, seven such categories are seen to have accounted for more than $1 million worth of time purchases on this network (at gross rates) during 1951. Food and food products was the heaviest user of network time, $4,115,127 worth. Drugs and toilet goods ranked second with $3,257,343. Cigars, cigarettes and

(Continued on page 34)

LEGISLATION

Bills Wait Congress' Return

THERE is no dearth of issues in waiting for the second session of the 82d Congress which convenes tomorrow (Tuesday).

When the gavel is rapped, bringing to order the legislative houses, the broadcaster can ask: What does this Congress mean to me?

There are issues affecting every American, broadcaster and brick layer, television applicant and grocer. They cover high taxes—they may go higher; voting—who is to return in 1953?; investigations—unless unforeseen international crises develop, Congress will be looking for more scandal and government inefficiency; appropriations—how much and where the government is going to spend.

All these factors involve defense—how far are we to go and how high the cost? This yardstick in turn is measured by the fateful cast of the inflation dice.

The broadcaster also can ask: Might Congress do something that may substantially change the pattern of my industry? The answer is: It can; that is, partly so.

For one, there is the bill (S 658) now being studied which would amend the Communications Act of 1934. This measure, authored by Sen. Ernest W. McFarland (D-Ariz.), was under perusal by the House Interstate & Foreign Commerce Committee last October when Congress adjourned. At that time, Chairman Robert Crosser (D-Ohio), who told BROADCASTING • TELECASTING a fortnight ago that the committee "is intent on concluding the study of this matter and hopes to make a lasting contribution in this difficult field" [B•T, Dec. 31, 1951], announced the McFarland Bill would be first on the committee's agenda when Congress goes back into session.

Important to Broadcaster

This bill is important to the broadcaster. If reported out of the committee and voted out of joint Senate-House conference this year (it has been passed by the Senate), the bill will become law once the President affixes his signature.

As now written, the McFarland bill could affect not only FCC's position in the broadcaster's world, but also the procedures by which the broadcaster does business with the regulating agency.

While the measure is technical in parts and in the words of Rep. Crosser, bridges "the triple relationship between American broadcasters, the public interest and the federal government," the McFarland Bill would do these things:

● When the broadcaster goes before FCC for renewal of his license, he would not need to prove he is operating in the public interest, as he must do now. The "burden of proof" would be placed with the Commission.

● The broadcaster would no longer be required to file a detailed original application when he is filing for a license renewal.

● There would be 30-day protest period allowable on grants which are issued without a hearing.

● But hearing cases would have to be completed within six months.

● A time limit would be placed, within three months of filing, for FCC's action on original applications, renewals and transfer cases. And a notification of 30 days would be required before applications are set for hearing or grants are issued without hearing.

● FCC would have the authority to issue cease and desist orders where a licensee has failed to live up to regulations. At present, FCC must either ignore violations or refuse renewal.

● When the Commission's regulations or requirements are not clear or have double entendre, it would be authorized and would be required to use declaratory orders. The FCC has resorted to proceedings on license renewals to clarify where clarification has been necessary.

● FCC's procedure in cases which must go to formal hearing and any court review that may ensue would be defined and simplified.

● The current problem of "double jeopardy" in anti-trust cases, whereby a licensee is subject to both FCC action and the courts, would be alleviated. FCC could refuse a license only after the court has ruled that an applicant's license is revoked.

On another tack, a key challenge to the broadcaster is that posed by Sen. William Benton's (D-Conn.) proposal that a National Citizens Advisory Board on Radio and Television be established by Congress. Sen. Benton's own description of his plan—that it would create an "annual Blue Book" for the industry—best describes its far-reaching potential.

When Congress adjourned last October, Sen. Benton indicated that he expected the Senate Interstate & Foreign Commerce Committee, which already has held a preliminary hearing on the bill (S 1579), to proceed with hearings.

Broadcasters can expect to hear more about Sen. Benton's proposal as the second session gathers steam this year.

Congress, as both the chairmen of the Senate and House Interstate & Foreign Commerce Committees noted in year-end statements in the Dec. 31 issue of BROADCASTING • TELECASTING, will be watching the outcome of the TV Code as composed by the NARTB.

Added to this dynamite-packed legislation is the expected lifting of the television freeze early this year. Congress may well have much to say about it—the legislative body has expressed interest in the past and this year is an election year.

Political, Libel Issues

Should there be a swelling desire that Congress look into the problem of political broadcasts by stations—and the wherefores and whys of libel—legislators can be expected to take a crack at the situation. This was indicated only a month ago by Sen. Ed C. Johnson (D-Col.), chairman, Senate Interstate & Foreign Commerce Committee, in an interview [B•T, Dec. 17, 1951].

In the field of investigations, the Senate Internal Security Subcommittee, headed by Sen. Pat McCarran (D-Nev.), has been sifting information dealing with possible subversive infiltration in the radio-TV industry. The Senate group reportedly has a list of several hundred names. Question has been what to do with them, since for months, the subcommittee has been attempting to determine which might be considered to be "loyal."

This month, President Truman will present his budget requests for the operation of government in the fiscal year 1953 (July 1, 1952, to June 30, 1953). With the requests will come a preview of how much money will be needed to operate the FCC, the Federal Trade Commission, the State Dept.'s Voice of America, and, if any, what money sought will go to media (for

(Continued on page 93)

ZIV SIGNS

Acquires 10-Year Rights For 'I Was a Communist'

TEN-YEAR radio rights to Matt Cvetic's *I Was a Communist for the FBI* have been acquired by Frederic W. Ziv Co., and film actor Dana Andrews has been signed, also for 10 years, to star in a transcribed-syndicated series based on the former communist's experiences, John L. Sinn, Ziv executive vice president, announced today (Monday).

The series, slated for release March 30, already is in production in Hollywood—at a cost estimated at $12,500 per half-hour program—and it is expected that 52 shows will be taped by next July 30, Mr. Sinn reported. He said the $12,500 production cost is believed to make the show the highest budgeted of any being prepared for 1952.

The Ziv company's national force of 100 salesmen will start selling the series today.

"This is probably the most important show in Ziv's history," Mr. Sinn said, "not only because of the large investment we have placed in it, but because of the fact that the company is combining a commercial venture with an important public service. Through this program the American radio public will be made more aware of the inner working, methods, and goals of communists in the U. S., therefore more conscious of the menace of communism to our nation."

He also viewed the project as further evidence of Ziv's faith in the future of radio. In three series alone within the past 12 months, he noted, Ziv has committed itself to at least $2 million a year in production costs. The two others of this trio are *Bold Venture*, starring Humphrey Bogart and Lauren Bacall, and *Bright Star*, featuring Irene Dunne and Fred MacMurray.

Musical director for the *I Was a Communist* series will be David Rose. Frederic W. Ziv Co. will produce, and Henry Hayward will direct. Two complete shows are currently being transcribed each week. The programs will be open-ended, with each a complete story based on Mr. Cvetic's experiences.

Mr. Cvetic's work as an undercover agent for the FBI for nine years was made known in early 1950 when he appeared before the House Committee on Un-American Activities and produced voluminous data on communist activities. He later wrote a three-part serial on the subject which appeared in *Saturday Evening Post* in July 1950, and the following May the motion picture, "I Was a Communist for the FBI," was released nationally.

Ziv spokesmen noted that during his nine years' work for the FBI he had provided the bureau with 20,000 pages of reports, 30,000 pages of exhibits, letters, party propaganda pamphlets, and other material, apart from 1,000 names, and was credited by Pittsburgh newspapers with "splintering Pittsburgh's communist organization." He was said to have belonged to 75 organizations identified as communist fronts, and to have served as secretary of the American-Slovene Communist Bureau, among other party posts.

Messrs. Sinn (l) and Andrews discuss the forthcoming series.

Mr. Sinn negotiated the radio rights with Mr. Cvetic and Mr. Andrews' contract with Famous Artists Corp., representing the actor.

His appearance in the new series, in the role of Matt Cvetic, will be Mr. Andrews' first venture in a regular radio series, the Ziv executive pointed out. He also noted that Mr. Andrews has both a distinctive voice and "an unblemished personal reputation," and in his 33 motion picture appearances has become well known "in large and small communities throughout the nation."

1950 AM-FM REVENUE

Up 7.1% Over '49, FCC Says

TOTAL 1950 AM-FM revenues of $444.5 million, up 7.1% over 1949's $415.2 million, was announced last week by the FCC in its annual financial data report.

Expenses for AM-FM stations totaled $376.3 million, compared with 1949's $362.6 million.

Income before federal taxes added up to $68.2 million, 29.7% over 1949's $52.6 million.

Total figures are for all networks and stations.

The four national networks, including their 18 owned and operated stations, took in $106.0 million in 1950, compared with $105.3 million in 1949. Expenses amounted to $87.3 million in 1950 vs. $86.8 million the year before. Income totaled $18.7 million in 1950, compared with $18.5 million in 1949.

Report issued last week contained final figures. They are more conservative than the FCC estimate last spring which looked for a $70.9 million revenue total for 1950 [B•T, April 23, 1951].

Significant is comparative report on revenues, expenses and income of 1,665 identical AM stations in markets with and without TV. Revenues in 1950 for 389 radio stations in TV markets totaled $159.3 million, compared with $152.5 million in 1949—an increase of 4.5%. Revenues for 1,276 radio stations in non-TV markets were $150.0 million, compared with $138.5 million in 1949—a gain of 8.3%.

Income before federal taxes for the 389 radio stations in TV markets was $33.5 million, compared with $27.7 million in 1949—up 21%. Income for the 1,276 radio stations in non-TV markets totaled $20.6 million, compared with $13.9 million in 1949—a gain of 48.2%.

Only two TV cities showed a decrease in radio revenues for 1950 compared with 1949—Cleveland and Chicago. Cleveland's aural revenues dropped 1.6% and Chicago's 0.1%.

In the 63 TV markets, there were 518 AM and FM stations and 107 TV stations in 1950. Radio revenues for 1950 totaled $264,469,000, TV revenues $69,192,000. TV therefore was 26.2% of total broadcast revenues in 1950, 10.7% in 1949 (with 58 TV cities) and 4.4% in 1948 (with 18 TV areas).

But in Los Angeles TV revenues were 42.3% of all broadcast revenues in 1950, Philadelphia 39.6%, Columbus, Ohio 38.9%, Baltimore 38.3%, New York 33.8%, Washington 33.4%, Cleveland 32.3%, Chicago 30.8%, Detroit 27.4%, San Francisco 20.1%, Cincinnati 18.1%.

Standard (AM) broadcasting took in $443,057,845 in 1950, spent $372,314,583 and made a profit of $70,743,262 before federal taxes, according to the FCC. In 1949, total revenues were $413,784,633, expenditures $357,521,718 and income $56,262,915. These are for four national networks and their 18 owned and operated stations, three regional networks and eight owned

(Continued on page 92)

ALL NETWORKS AND STATIONS

Item	1949	1950	Percent (increase or (decrease)
	($ millions)	($ millions)	
Total broadcast revenues	$449.5	$550.4	22.4
AM and FM	415.2	444.5	7.1
TV	34.3	105.9	208.7
Total broadcast expenses	422.2	491.4	16.4
AM and FM	362.6	376.3	3.8
TV	59.6	115.1	93.1
Broadcast income (before Federal income tax)	27.4	59.0	116.1
AM and FM	52.7	68.2	29.7
TV	[1](25.3)	[1](9.2)	

[1] Deficit.

BROADCAST REVENUES, EXPENSES AND INCOME OF FREQUENCY MODULATION (FM) STATIONS

Item	1950 Number of stations	1950 Amount	1949 Number of stations	1949 Amount
FM stations operated by:		(Millions of dollars)		(Millions of dollars)
FM BROADCAST REVENUES				
AM licensees:				
Reporting no FM revenues [1]	420	...	452	...
Reporting FM revenues	163	$1.4	167	$1.2
Non-AM licensees	86	1.4	104	1.4
Total FM stations	669	2.8	723	2.6
FM BROADCAST EXPENSES				
FM stations operated by:				
Non-AM licensees	86	4.0	104	5.0
Industry total	...	[1]	...	[1]
TOTAL FM BROADCAST INCOME (Before Fed. Income Tax)				
FM stations operated by:				
Non-AM licensees	86	(2.6)	104	(3.6)
Industry total	..	[1]	...	[1]

( ) Denotes loss.

[1] In view of the difficulty in a joint AM-FM operation in allocating FM operation expense separately from AM station operation expense, licensees of such stations were not required to report FM station expense separately. As a result, FM industry totals for expense and income are not available. AM-FM licensees, however, were requested to report separately the revenues, if any, attributable to FM station operation if such data were readily available. In only a few instances did AM-FM licensees state they were unable to segregate the FM revenues.

NATIONWIDE NETWORKS ONLY
(Including Owned and Operated Stations)

Item	1949	1950
Revenues:	($ millions)	($ millions)
AM	$105.3	$106.0
TV	19.3	55.5
Total	124.6	161.5
Expenses:		
AM	86.8	87.3
TV	31.4	65.5
Total	118.2	152.8
Income (before Federal income tax):		
AM	18.5	18.7
TV	[1](12.1)	[1](10.0)
Total	6.4	8.7

[1] Deficit.

Note:—The 4 nation-wide AM networks (ABC, CBS, MBS and NBC) owned and operated a total of 18 stations in 1949 and 1950. The 4 TV networks (ABC, CBS, DuMont and NBC) owned and operated a total of 14 stations in 1949 and 1950. Some networks indicated that expense allocations between AM and TV operations were not complete to the extent that certain indirect operating expenses of TV are included under AM operations.

COMPARATIVE FINANCIAL DATA OF STANDARD (AM) NETWORKS AND STATIONS 1949-1950

Item	INDUSTRY TOTALS Amount	Percent of increase (decrease)	NATION-WIDE & REGIONAL NETWORKS & THEIR OWNED & OPERATED STATIONS Amount	Percent of increase (decrease)	STANDARD (AM) STATIONS Amount	Percent of increase (decrease)
	1950		1950		1950	
Number of networks	[1] 7		7			
Number of stations	[2] 2,143		[3] 26		[5] 2,117	
A. Revenues from the sale of time:						
1. Network time sales by:						
a. Nation-wide networks	$126,044,560	(3.6)	$80,881,835	(4.14)	$45,162,725	(2.7)
b. Regional networks	3,962,534	2.8	3,422,891	7.32	539,643	(18.8)
c. Miscellaneous networks and stations	2,934,593	37.1	85,200	7.85	2,849,393	38.2
Total	132,941,687	(2.8)	84,389,926	(3.71)	48,551,761	(1.2)
Deduct—Payments to foreign stations and elimination of miscellaneous duplications	1,411,471	(24.2)	(1,664,460)	...	3,075,931	7.4
Revenues from network time sales	131,530,216	(2.5)	86,054,386	(2.92)	45,475,830	(1.7)
2. Non-network time sales to:						
a. National and regional advertisers and sponsors	118,823,880	9.7	18,980,209	2.26	99,843,671	11.2
b. Local advertisers and sponsors	203,210,834	11.6	7,681,610	8.15	[6] 195,529,224	11.7
Total revenues from non-network time sales	322,034,714	10.9	26,661,819	3.89	295,372,895	11.5
Total revenues from time sales	453,564,930	6.6	112,716,205	(1.39)	340,848,725	9.6
3. Deduct—Commissions to regularly established agencies, representatives, brokers and others	52,475,775	4.3	[4] 23,413,939	(2.13)	29,061,836	10.1
Net revenues from time sales	401,089,155	6.9	89,302,266	(1.20)	311,786,889	9.5
B. Revenues from incidental broadcast activities:						
Talent	25,202,721	14.6	13,340,481	24.67	11,862,240	5.0
Sundry broadcast revenues	16,765,969	0.2	7,835,711	(6.23)	8,930,258	6.6
Total revenues from incidental broadcast activities	41,968,690	8.3	21,176,192	11.12	20,792,498	5.7
Total broadcast revenues	443,057,845	7.1	110,478,458	0.95	332,579,387	9.3
C. Total broadcast expenses of networks and stations	372,314,583	4.1	91,494,116	(0.05)	280,820,467	5.6
D. Broadcast income (or loss) before Federal income tax	70,743,262	25.7	18,984,342	6.03	51,758,920	34.9

[1] Includes 3 regional networks, the Yankee Network Inc., the Don Lee Broadcasting System and the Texas State Network Inc.
[2] 2021 stations reported in 1949.
[3] 28 Stations reported in 1949.
[4] Of this amount $18,973,521 is applicable to the total sale of network time.
[5] 1993 stations reported in 1949.
[6] Small amount of network and national non-network time sales may be included here since stations with less than $25,000 time sales for year do not report detailed revenue breakdown

COMPONENTS

Seen Major Hurdle in '52

CHANNELING of the flow of component parts into electronics and other equipment for military and civilian uses emerges the basic problem as the United States prepares to hurdle the "hump" of mobilized production during 1952.

Placement of components in the right place, at the right time, and in the proper quantities, has been a major source of concern among government, military and Congressional leaders in recent months. In a sense, the problem is more pressing than materials shortages.

Prospect of continued cutbacks in radio-TV receivers and other consumer durable goods is held out for the second and third quarters of the new year, with little relief for the latter part of 1952. The same holds true for commercial broadcast equipment.

Ominous reports circulating last week that a worsening condition might preclude the issuance by the FCC of construction permits, once the TV freeze is lifted, were discounted by authorities. Structural steel, it was pointed out, is the most critical item, but self-certification is permitted and manufacturers are still producing towers. Moreoyer, it was pointed out that possibly 50 to 100 TV transmitters are in stock, which should be adequate to take care of construction permits authorized by the FCC, once the TV freeze is thawed, for most of 1952, in any event.

As for the steel situation, it was stated that even if the capacity isn't expanded to permit installation of towers, wooden structures could be used temporarily, as was done during the last war.

The electronics industry in America has expanded to meet increased demand for components in complex equipment, according to E. T. Morris Jr., chairman of the Electronics Production Board. He claims that the industry has the best record for delivery of military end-quipment among the most critical products.

Review Is Needed

Despite this record, a review of the electronics picture is needed to take stock of 1952. Looking toward a re-evaluation of the new year, Mr. Morris is expected to call a conference along lines similar to those conducted for machine tools, chemical and other fields.

To that end, the Defense Production Administration is enlarging its Electronics Products Division to cope with shortages stemming from bottlenecks in the siphoning of parts to vital projects

The "turning point" or "hump" in the American defense mobilization was cited by Manly Fleischmann, Defense Production Administrator, in a new year review of progress and future prospects.

Predicting that military goods in 1952 will double the 1951 rate and approach $50 billion per year, Mr. Fleischmann said the manufacture of electronics equipment is due to rise about 268% because of progress in "tooling up" for production. Shortages of materials for civilian goods will be intensified, he added.

"During 1951, civilian industry was able to produce at relatively high levels because there was still a supply of materials in inventories," he stated. This will mean a scarcity of metals for radio-TV sets, transmitters and related items, and station construction or alteration projects.

"High production in 1951 and an unexpected low consumer demand . . . kept retailers' shelves combortably filled," he pointed out. "In 1952, with nationwide employment at record levels, a return to normal consumer demand is anticipated, and with it a slow but certain depletion of many civilian items."

Copper Problem

Mr. Fleischmann, in his statement released this past Friday, termed copper the most difficult problem, felt aluminum would remain status quo (supply below demand) and an increase in steel earmarked for military uses.

But electronics will become "more abundant once the defense program is completed," he said, also citing other industries. Overall employment will continue at peak level.

Aside from the industry conference to be called by Mr. Morris, components will command more scrutiny from government production officials. The Electronics Products Division of the National Production Authority, DPA's operating agency, has called a meeting of the loudspeaker industry advisory committee for tomorrow (Tuesday), with Lee Golder of NPA presiding.

Loudspeaker producers have not yet begun to feel the "pinch" of shortages because of the defense program, Mr. Golder told BROADCASTING • TELECASTING. A 10-member industry group will discuss the 1952 picture.

Conservation techniques, size of alnico magnet speakers and paucity of cobalt and other metals will be weighed. Shortages remain acute, Mr. Golder said, explaining that cobalt will continue critical and that copper will be more scarce. Only solution, as Mr. Golder sees it, is for manufacturers to use less quantities of materials for speakers.

As in the past year, manpower will pose a serious dilemma. Most electronic firms are short on senior engineers, draftsmen and technicians, as well as wiremen and toolmakers.

Broadcasters got their first wind of increasing restrictions on construction last month, with the majority of them being rejected [B•T, Dec. 24, 1951]. But NPA did take action to help all industrial firms (including broadcasting) in the form of MRO (maintenance, repair and operation) relief.

In the case of construction rejections, NPA authorities conceded that the governing reason was a delayed start on the part of some radio-TV broadcasters.

The ratio of 15 denials to three grants—or five to one—points up the warning of government production authorities last month that only those projects "at least 20% completed" may receive favorable consideration. This situation applies, of course, to requests for materials in excess of the self-authorization ceiling [B•T, Nov. 26, 1951].

It means that broadcasters will have to forego expansive construction, remodeling or alteration plans during the foreseeable future — probably through July 1 anyway. Only small studio projects consuming small quantities of metals are assured of a go-ahead, though NPA authorities said that "type of facilities" will carry more weight than degree of completion after April 1.

On the favorable side, it was pointed out that the new construction compilation did not take into account radio-TV broadcasting's reclassification as "industrial" building. The decisions were reached before the shift from the commercial category could be taken into consideration.

Decisions on applications for building quotas for the second quarter may reflect a higher proportion of authorizations now that NPA has transferred this function from the Construction Controls to the Industrial Expansion units which has been more liberal with allotments.

Project Requests

Meanwhile, more light was shed on projects reported in the Dec. 24 issue of BROADCASTING • TELECASTING but not clarified at that time. The projects involved requests from RKO Keith Orpheum Theatres Inc., Anco Enterprises Inc. and Rockefeller Center Inc., all of New York.

RKO was turned down on materials for its Colonial Theatre which, under present plans, would house new NBC-TV studios. Originally, it was surmised the bid involved theatre TV. NBC-TV also figured in a Radio City studio application, though the request was filed through Rockefeller Center Inc.

Anco Enterprises had planned to lease certain television studios to NBC in a project costing $21,000. The request drew an exemption from NPA.

NBC also hopes to break ground for a proposed $25 million radio-TV center at Burbank, Calif., with an initial $2.7 million earmarked for the first unit.

NPA explained that the request was for materials during the second quarter beginning April 1, on which it has not yet acted. The first unit comprises "TV studio facilities" with applicant listed as KNBH (TV) Los Angeles. No decision is expected for another month or six weeks.

Broadcasters also may obtain priority materials for existing buildings or facilities where a component (copper wiring or other item) is needed for completion of installation or "minor capital addi-

(Continued on page 36)

FM NETWORKS

AT&T Tariff Revision Seen Aiding Relays

THROUGH a revision of American Telephone & Telegraph Co. tariff schedules, the way has been opened for FM networks to use a combination of off-the-air pickups and AT&T lines in connecting their stations. This is the same provision which the AT&T permits to television.

The revision in the tariffs came after the FCC requested AT&T to change tariff schedules to allow interconnection of Bell program channels with FM broadcast facilities. The purpose is to encourage FM stations to further their network plans, FCC said. Previously, FM networks had to either depend entirely upon off-the-air pickups or else use AT&T facilities for the entire route of the network.

The plight of FM stations, which wanted to employ interconnected facilities but were thwarted by the tariffs previously in effect, was brought to the Commission's attention originally by WFLN (FM) Philadelphia. That station wanted to rebroadcast programs originating at WQXR-AM-FM New York. It sought to have the programs from WQXR picked up, off-the-air, at Trenton, N. J., and have them relayed by AT&T lines from Trenton to Philadelphia. AT&T refused to lease lines from Trenton, however, and insisted they either be leased from New York to Philadelphia or not at all.

WFLN applied to FCC for authority to use certain frequencies for a private FM network on a common carries basis, but the Commission did not want to set aside frequencies for this purpose because of lack of spectrum space.

Realizing WFLN had a problem, the Common Carrier Bureau of FCC persuaded AT&T to revise tariffs which would permit receiving FM programs off the air at an intermediate point and transmitting them over the shorter distance on telephone company facilities without obtaining such facilities for the entire distance.

The cost of FM network programming should be reduced in many instances under the new tariff revision, FCC reported.

PROTEST DROPPED

By CWV in Lamb-WHOO Case

OPPOSITION by the Catholic War Veterans against purchase of WHOO-AM-FM Orlando, Fla., by Broadcaster-Attorney Edward Lamb has been withdrawn.

Telegram received by the FCC from Donald J. McQuade, national commander of the CWV, withdrew letter of protest received by the Commission in October, shortly after Mr. Lamb filed for FCC approval of his $200,000 purchase of the Orlando stations [B•T, Oct. 15, 1951].

Mr. Lamb expressed his gratitude for the confidence shown in his newspaper and broadcast operations, upon being informed of last week's action by CWV, and said he was happy that what may have been a serious injustice had been corrected after an examination of the facts.

Mr. Lamb has been under attack by Rep. Leonard W. Hall (R-N.Y.) ever since the WHOO sale was announced [B•T, Oct. 15, 1951, et seq.]. At one time Rep. Hall was pressing for a Congressional investigation and he has indicated he intended to press the matter further. Reason for Mr. Hall's antipathy, according to the New York congressman, is Mr. Lamb's reputed affiliation with organizations named subversive by the Attorney General. Mr. Lamb has denied the charges.

Mr. Lamb is owner of WICU (TV) Erie, Pa., where he publishes the *Erie Dispatch;* WTVN(TV) Columbus and WTOD and WTRT (FM) Toledo. He gained national prominence as attorney for the pottery workers union which gained portal-to-portal pay.

SET OUTLOOK

Three Firms Report

REPORTS from three manufacturers on electronics production point up the ratio of orders between essential military production and civilian output.

Westinghouse Electric Corp., Pittsburgh, reported that over 40% of all unfilled orders are being siphoned off to military needs. Production of consumed durables (radio-TV receivers, etc.) was down only 10% last year compared to 1950, chiefly because of material substitutions, changes in designs and a scrap-reduction drive.

Raytheon Mfg. Co. expects peak production this year when two plants begin full-blown operation. Firm's Belmont Div. reports an upsurge in TV set business, reflected in black ink statements. During the quarter ended Aug. 31, Raytheon reported a drop in earnings because of higher taxes and slackened TV demand throughout most of 1951.

Ross Siragusa, president of Admiral Corp., Chicago, feels that shortages "so freely prophesied" will not materialize this year. He said there would be no TV set shortage and claimed economic experts have "underestimated the ingenuity and productive capacity of American industry."

RECORD FIRMS

Outlook Bright—Folsom

OUTLOOK for the record industry in 1952 "may be regarded as very optimistic," Frank M. Folsom, RCA president, said last week.

"The sales trend of records should continue sharply upward," he predicted, "unless material shortages cause a slackening in the present production rate of the new-speed instruments. But even then, sales should be above those of 1951 due to the increased number of these instruments now in use and the eagerness of their owners to obtain larger quantities of the improved recordings."

Further increases in sales are expected in the transcription and packaging business during 1952, according to James P. Davis, manager of RCA Victor Custom Record Sales Div., and A. B. Sambrooke, sales manager of RCA Recorded Program Service. Mr. Davis sees further revenue gains ". . . through the introduction of such products and services as the 45 rpm system for sales training, plus a new and comprehensive line of premium, promotion and children's records."

Following the "biggest" 10 years in company history, Mr. Sambrook feels, 1952 will produce even larger billings. "Our huge success is based on big name, commercial programming designed to earn talent fees as well as time charges for stations."

Samuel A. Gaines

SAMUEL ALEXANDER GAINES, 34, commercial manager and assistant station manager of WLET-AM-FM Toccoa, Ga., died Dec. 20 following a heart attack. Mr. Gaines had been in Toccoa for the past seven years. He was a member of the First Methodist Church where he served as Sunday school superintendent; a member of the board of stewards and of the Toccoa Chamber of Commerce. Surviving are his wife and two children, Samuel Alexander Jr., 6, and Susan, 4. A brother, Roy Gaines, serves as WLET program director.

Frederick Gleason

FREDERICK B. GLEASON, 75, former general commercial manager of the Western Electric Co., New York, died at his home at Greenwich, Conn., Tuesday night. Mr. Gleason joined Western Electric as a member of the Chicago sales force in 1904 and was associated with the company for 33 years before retiring in 1937. He had been general manager for the ten years prior to his retirement. He is survived by his widow, a son and a sister.

HANDS clasp in signing of I. G. A. Food Stores of Greater Cleveland with WHK Cleveland. L to r: Mike Craver, WHK account exec., Jack DuRoss, I.G.A. supervisor; Norman Rutzin, adv. and prom. manager, I. G. A., and Esko Townell, WHK m. c. who'll sell I. G. A. to Northeastern Ohio housewives.

HOLDING pen is Naugatuck Valley Industrial Council Pres. Charles L. Eyanson okaying public relation firm's sixth straight year on WBRY Waterbury, Conn. Standing (l to r) WBRY Program Mgr. Walter Howard and Writer Bob Noah. Seated (2d l) is Coml. Mgr. Harry DeVorken.

PROGRAM, *Symphonic Hour,* is signed by WAAF Chicago with Chicago Federal Savings & Loan Assn., as the sponsor. Bank's agency man, Robert Cunningham (l) of Critchfield Adv., inks dotted line. Watching signing is Station Mgr. George E. Halleman Jr.

BASSETT & CRAIG Co. local Ford dealers, bought 8,400 spot announcements on WLRP, New Albany, Ind., when Oliver Pedigo (r), station coml. mgr., stuffed fan mail into a currency bag, commenting WLRP advertising was "money in the bank." Shirley L. Bassett (l) and Roy W. Craig (seated) complete contract.

CONTRACT for 31-station hookup in Florida signed by Eelbeck Milling Co., Jacksonville, via the facilities of Fidelity Broadcasting System. L to r: H. G. Mehaffey, asst. mgr., Eelbeck; Ralph T. Huston, v. p., FBS; C. R. Mehaffey Sr., firm's pres. Agency: Bacon, Hartman & Vollbrecht, St. Augustine, Fla.

EXCLUSIVE contract is signed by Frank Brookhouser (l), Philadelphia news columnist for radio "gossip and commentary column" on WIP Philadelphia. At ceremony are Benedict Gimbel Jr. (center l), pres. and gen. mgr., WIP; co-sponsors Charles Boise (center r), v. p., Tele King Distributors, Philadelphia, and Vic Hendler (r), Philadelphia Tele King dealer.

NBC RENEWALS

Eight Radio Shows Signed

NBC RADIO network last week announced renewals of eight evening programs—representing total weekly gross time billings of $111,500—including Cities Service Co. through Ellington & Co., New York, for *Band of America* (9:30-10 p.m., Mondays); and Sun Oil Co., Philadelphia, through Hewitt, Ogilvy, Benson & Mather, New York, for *Sunoco Three Star Extra* (6:45-7 p.m., Mon.-Fri.).

Other renewals in the group but previously reported [B•T, Dec. 24, 1951]: R. J. Reynolds Tobacco Co. (Prince Albert Tobacco) for *Grand Ole Opry;* Mutual Benefit Health & Accident Assn. of Omaha sponsorship of *On the Line with Bob Considine;* E. I. DuPont de Nemours & Co.'s *Cavalcade of America;* Reynolds Metals Co. for 6:30-7 p.m. Sunday portion of *The Big Show,* plus three "Operation Tandem" programs.

"GOOD FELLOWS get together" at annual KFWB Hollywood Christmas party. They are (l to r) Harry Maizlish, president and general manager KFWB; Station Sales Manager Sydney Gaynor; Austin E. Joscelyn, director of CBS Hollywood operations; Robert J. McAndrews, managing director, Southern California Broadcasters Assn., who joins KBIG Avalon, Calif., in January as commercial manager.

WOW-AM-TV SPLIT

Now Operate Separately

AM and TV operations of WOW Omaha began independent operation last Tuesday.

The new operations policy, announced by Frank P. Fogarty, general manager, WOW Inc., included the following personnel changes:

Assistant General Manager Lyle DeMoss now devotes full time to TV programming and production.

Fred Ebener, local radio sales manager, has been elevated to the post of television sales manager.

W. O. Wiseman, sales promotion manager, has beeen named WOW-AM sales manager. Messrs. Ebener and Wiseman succeed Robert Dooley, who resigned as sales manager for both stations to accept a post in New York.

Mr. Ebener

Mr. Wiseman

Ray Olson, who served as radio program director under Mr. DeMoss, has been appointed full time radio program director.

Merrill Workhoven, chief announcer, also has been made radio production manager.

Ken Quaife, assistant promotion manager, *Omaha World-Herald,* was named radio promotion manager. Fulltime promotion and merchandising men will be added to both staffs, Mr. Fogarty said.

ILLEGAL RADIO

Two Men Caught in N. Y.

COMPLAINTS that transmission signals of WJZ New York were being jammed from an East Manhattan source led to the arrest Saturday of two men charged with violating Federal communications and gambling acts by taking bets over a homemade radio-telephone relay.

The accused were reported by FCC Engineer William Kiser as the first persons ever held in New York for setting up such a system for gambling purposes.

Arrested were Fred Fisher, 33, of Brooklyn, a former New York policeman, and Edward Chudy, 27 of Manhattan, who were charged with operating a radio transmitter without a FCC license and of gambling without $50 Internal Revenue Tax stamps.

The two men were arrested by New York police at the request of Federal authorities. Police raiding two apartments held by the men uncovered a system whereby a telephone in one could be answered from another, via a radio hookup.

Arraigned on the FCC complaint, Mr. Chudy was held on $5,000 bail for hearing this week, and it was expected that Mr. Fisher would face similar charges. U. S. Attorney Myles J. Lane said that both men would probably incur tax stamp charges from the Dept. of Internal Revenue.

ARB Expands Service

AMERICAN Research Bureau last week announced inclusion of cumulative audience reports on multi-weekly daytime programs for all stations receiving ARB's city rating service. Subscribers are to begin receiving the additional service this month. The cumulative audience rating indicates the number of video sets tuned in to a daily program at least once during the rating week, ARB explained.

NLRB VACANCY

Peterson Is Mentioned

THE NAME of Ivar Peterson, well known in trade association circles, was mentioned in Washington last week in connection with a possible appointment to the National Labor Relations Board.

There were reports that Mr. Peterson, an administrative aide to Sen. Wayne Morse (R-Ore.), would succeed James Reynolds as a member of the NLRB. The latter resigned late last month.

Mr. Peterson was assistant director of NARTB's Employe-Employer Relations Dept. from February 1946 to April 1947 when he was transferred to NARTB's Legal Dept. as an attorney. He was instrumental in preparing the Wage-Hour Act manual published by the then NAB and a review on the political time question involving stations' rights. He resigned in September 1948 to become an assistant to Sen. Morse.

NEW UP V. P.'s

Thomason, Keller Elected

LeROY KELLER, general sales manager of United Press, and Mims Thomason, general manager of United Press Newspictures, have been elected vice presidents of UP, President Hugh Baillie announced Thursday.

After working on several Knoxville papers, Mr. Thomason was made North Carolina-Virginia manager of UP in 1935, moved to Chicago as business representative in 1937, became Central Division manager in 1943 and on Jan. 1 was named head of UP's new newspicture operation [B•T, Dec. 31, 1951].

Mr. Keller joined the Denver Bureau of UP in 1929, was transferred to the New York sales staff in 1936 and served the press association successively as eastern sales manager, assistant business manager and general sales manager, which title he assumed in 1948. It was under his direction that UP, in cooperation with Twentieth Century-Fox, entered the television news program field by producing *United Press Movietone News,* now syndicated to TV stations across the country.

Mr. Thomason

Mr. Keller

A-V Rate Card

RATE CARD listing charges for use of its studio facilities, tape recording, editing, multiple tape recording and instantaneous and master disc recording has been issued by Audio-Video Recording Co., New York. Issuance followed completion of the firm's five new studios and offices at 730 Fifth Ave., which was marked by a cocktail party and buffet for approximately 1,000 industry people Dec. [illegible]. In the expansion program, more than 10,000 sq. ft. of sixth floor space were converted to house the four Audio & Video companies: Audio & Video Products Corp.; Audio-Video Recording Co.; A-V Tape Libraries and Magna-Crest Corp.

Greystone Buys

GREYSTONE Press, New York, will sponsor two special one-time-only ABC Radio programs on Tuesday: In the 8-8:15 p.m. time period, on behalf of its book, *Family Legal Advisor,* the show titled *Sidney Walton News* will be sponsored, and from 8:15-30 p.m. the book *Magic of Believing* will be promoted on a show of the same name. Huber Hoge & Sons, New York, is the agency.

NRDGA MEET

Program Award Highlights

MAJOR broadcasting event scheduled for the 41st anual convention of National Retail Dry Goods Assn., to be held today (Monday) through Thursday in New York's Statler Hotel, will be awards for the best retailer-sponsored program during 1951. Presentation will be made 9:30 a.m. Wednesday.

All Wednesday meetings, with the day's agenda to be given over completely to promotion sessions, may be of interest to broadcasters, according to one NRDGA spokesman. Sessions will include a forum among prominent ex-retailers, now also outstanding in other fields, who will give suggestions and pass judgments under the title, "If I Were Back in Retailing."

Broadcast Advertising Bureau's Jack Hardesty is expected to discuss radio participation by retailers when he presents the best program awards, and radio's Tex and Jinx McCrary will attend the convention as moderators for a session on display, to be held at 11 a.m. Thursday. Broadcasters interested in attending any meetings are advised by Robert Mayer, NRDGA public relations director, to register at the press room.

A True Anniversary Story

FOR FOLKS WHO LIKE DOGS

(under-dogs, that is)

and enjoy happy endings . . .

AN amazing thing has happened in Lorain, a prosperous industrial city of 52,000 people in Northern Ohio.

Merchants may now spend their advertising dollars where they choose.

The butcher, the baker, all businessmen can now advertise on *both* the radio and in the newspaper with no fear of being forced to cancel their radio contracts to retain their newspaper advertising.

"But what's amazing about that?" you ask.

This. *Until a year ago—or to be more precise, January 5, 1951—no merchant had this freedom in Lorain.*

If he advertised on the Elyria-Lorain radio stations, WEOL and WEOL-FM, his contract for advertising in the only Lorain newspaper, the Journal, was summarily terminated. If he cancelled his radio contract, he was again acceptable to the advertising columns of the Journal.

There were some merchants who were unable to swallow this un-American concept. These few stubborn men believed that the disposition of their advertising money was a choice reserved for themselves. These merchants refused to be coerced. They spent their advertising money on WEOL.

Of course, their advertising in the Journal was refused. But it's pleasant to report that they suffered no calamitous setbacks in the operation of their businesses. They prospered, in fact, proving again that people enjoy listening to the radio, have confidence in radio advertising and buy the goods radio advertises.

Well, that's how the situation stood. If you advertised exclusively in the Journal, you were okay. Split your appropriation to include WEOL and you were out of the paper.

It might have gone on like that. It has, in some places, for a long time.

But the President of WEOL, Roy W. Ammel, feels pretty strongly about individual liberties, including his own, and our American system of freedom of enterprise. It was his firm conviction that the actions of the Lorain Journal were monopolistic and in violation of the Sherman Act.

Mr. Ammel asked the assistance of the Department of Justice. After full investigation, the Department charged the Journal and its officers with violation of the Sherman Act in Cleveland District Federal Court. On January 5, 1951, Judge Emerich B. Freed published his decree finding the Lorain Journal and its officers guilty of the charge and enjoining them from further monopolistic action.

The Journal appealed the decision to the United States Supreme Court.

On Tuesday, December 11, 1951 the Supreme Court handed down its momentous verdict, sustaining Judge Freed's decision by the unanimous vote of 7-0. So it is that Lorain merchants can now spend their advertising money wherever they choose, for whatever they choose.

We're happy about it at WEOL, of course. Operating under such a handicap for several years has meant frequent recourse to the red ink. But in spite of the Journal's campaign we've kept our transmitters on the air. And thanks to a grand, loyal staff and the world's most patient stockholders, we've continued to serve a continually growing audience with the best of broadcasting service.

Yes, we're happy that things are looking up for us.

But far more important than our immediate prosperity, we believe, is the vital precedent that has been set by this case; a precedent that reaffirms the freedoms that have brought greatness to our nation and established America as the shining hope of the world.

930 KC

WEOL and WEOL-FM

1 KW day and night

The Elyria-Lorain Broadcasting Company

Roy W. Ammel
President

Maurice J. Condon
General Manager

IN REVIEW

Programs: New Year's Eve pick-ups from the Meadowbrook, Cedargrove, N. J.; The Stork Club; Hotel Astor Ballroom; and Times Square; 10 p.m.-12:30 a.m.
Networks: ABC-TV, DuMont Television Network, CBS-TV, NBC-TV.
Celebrities: Bernie Cummins and Eddie Lane and bands; Commentators Ben Grauer, Walter Herlihy and Taylor Grant; Bob Eberly, Sherman Billingsley, Peter Lind Hayes, Mary Healy, Guy Kibbee, Jim Farley, Morton Downey, Dolores Gray, Paul Lukas.

FOR THOSE who wisely preferred to shun the bright lights on New Year's Eve and elected to night club through television's revealing eyes, the experience was at least a sober if not always rewarding adventure.

Television invaded radio's traditional domain of picking up top festivities with mixed success, proving that the mere existence of TV's penetrating eye does not *per se* make good televiewing.

While viewers were treated free to a not inconsiderable dosage of dance music and cabaret acts, the thought persisted that radio has done this sort of thing much better—and with greater dexterity.

* * *

FRANK DALY's Meadowbrook at Cedar Grove, N. J., emerged as perhaps the choice offering of the DuMont Television Network. But not even the presence of Bob Eberly, an able singer, on this TV-tailored show saved it from the temptation of channel-switching.

The program featured Mr. Eberly in a singing-emcee role, along with Don Russell and the orchestra of Bernie Cummins, who has won some measure of popularity on the strength of sustaining radio pickups.

Perhaps it was not so much the fault of Messrs. Eberly, Cummins and Russell as a poorly organized program characterized by loose ends and a jumble of confusion. Typical of the confusion was Mr. Russell's comment at one point when he felt perhaps the dancers should leave the floor: "Say, who's running this show anyway?" A good question.

Mr. Eberly, who gained fame through recordings and appearances with Jimmy Dorsey's band, plainly showed his own discomfort, too. He was, however, in fine voice, though Mr. Eberly with Bernie Cummins is not Mr. Eberly with Jimmy Dorsey.

It is a mystery to this reviewer why, with first-class talent at a premium, Mr. Eberly does not have his own program.

* * *

ABC-TV's New Year's *Dance Party* proved generally more rewarding. The program featured band and song stylists from New York's Hotel Astor Ballroom. Featured was the band of Eddie Lane.

Commentators Walter Herlihy and Taylor Grant filled in with tableside interviews which, while interesting, aren't likely to be preserved among TV's milestones. And what can you say after you say that the music was good and the floor show acceptable?

* * *

NBC-TV planted an old New Year's Eve veteran, Ben Grauer, on the marquee of the Hotel Astor for its Times Square Pickup. Mr. Grauer kept reminding viewers that 1952 would be a memorable year, a prediction obviously more soberly evident to home viewers than celebrants, either in night clubs or in Times Square.

Mr. Grauer had difficulty in raising his voice above the din of an estimated million people—"most of them are young kids, too"—who crowded the square. Best shot on the welcome to 1952: The slow descent of the luminous ball from the New York Times Bldg.

* * *

CBS-TV also had its cameras in Times Square—but not until after you had spent 25 interminable minutes at Sherman Billingsley's celebrated Stork Club. Viewers taking in this spectacle doubtless were glad they had stayed home.

Mr. Billingsley was shown in his conventional role of table-hopping with such "guests" as Peter Lind Hayes, Mary Healy, Jim Farley, Guy Kibbee, Morton Downey, Dolores Gray and Paul Lukas. It must be reported that Mr. Billingsley was not up to his usual communicative standard. Sometimes the words would just not come out.

Here, too, a lack of camera coordination was painfully evident with the result that the host was not always aware he was in range. When assured he was, there was a plug for the cigarette which sponsors him multi-weekly.

Program: Prologue. LBS, Sundays, 9:30-10 p.m. EST.
Cast: Jan. 6 show included Maurice Jarvis, W. Jack Roney and Denis E. Connell. (Actors, who are professionals, not Georgetown students, vary from week to week.)
Director: Rev. Francis J. Heyden, S. J., Georgetown U.
Technical Director: Rev. Stephen X. Winters, S. J., Georgetown U.
Writer: Vera Cassidy Ash.

"THE PAST is prologue. Study the past."

From this quotation which adorns the front of the National Archives Bldg., Georgetown U. takes the title of *Prologue*.

The program, produced and directed on the campus of the Washington Jesuit institution, attacks communism not by frontal assault but by insinuation and by praising the United States.

Neither does it lay itself open to the charge of being a vehicle for Catholic propaganda. Its regular format begins with current events, reflects back to similar situations in United States history, then obliquely presents the Christian view.

Prologue is slated for 52 performances including four cycles, each dealing with 13 episodes in this nation's history. Yesterday's presentation, 11th in the first cycle, dealt with "The Flag, Its History and Meaning."

Program was aimed at bringing a deeper understanding of the significance of our flag.

Through recalling brave deeds of our history's heroes under the flag, it was pointed out that Christ himself thought men should "Render unto Caesar the things that are Caesar's and to God the things that are God's."

Over-sentimentalism toward the flag as well as scoffing is derided. *Prologue* attempted to show that a true understanding of the flag's symbolism will eliminate the need for over-sentimentalism.

In the program's own words, it tries simply to "bring a message of faith, hope, and courage from the pages of history." In this reviewer's opinion, it succeeds.

ADVISORY POST

Streibert Is Named

APPOINTMENT of Theodore C. Streibert, president of WOR-AM-FM-TV New York, as chairman of the Radio Advisory Committee of the U. S. Advisory Commission on Information was formally announced by the Dept. of State last Wednesday [B•T, Dec. 31, 1951].

Mr. Streibert

Mr. Streibert has been serving as chief of a radio panel—one of four set up by the department during 1951. He has been active on investigative work relating to planning and operation of the Voice of America.

At the same time the advisory group announced the radio committee had decided to operate in four specific fields—facilities, program, evaluation, personnel and management. William A. Fay, WHAM Rochester, and Dr. Kenneth H. Baker, Standard Measurements Inc., have been named to serve on subcommittees.

In accepting the chairmanship Mr. Streibert succeeds Judge Justin Miller, NARTB board chairman and administrator of Salary Stabilization Board. Judge Miller is on leave of absence as commission member and radio committee chairman.

Other members of Radio Committee are Charles R. Denny, NBC; Wesley I Dumm, Associated Broadcasters; Donley F. Fedderson, Northwestern U., president of University Assn. for Professional Radio Education; Jack Harris, KPRC Houston; Henry P. Johnston, WSGN Birmingham; John F. Patt, Richards Stations; Mefford R. Runyon, American Cancer Society; G. Richard Shafto, WIS Columbia, S. C.; Hugh Terry, KLZ Denver.

'SAM SPADE' SUIT

CBS, Regis Radio Win Case

WARNER BROS. last week lost the almost three-year-old "Sam Spade" plagiarism case against CBS, Regis Radio and Dashiell Hammett when a federal judge ruled in Los Angeles that the motion picture studio's purchase of Mr. Hammett's *Maltese Falcon* in 1925 did not give it all future rights to *Sam Spade*, central character in the book.

In the suit, introduced in 1948, Warner Bros. contended, on the basis of its purchase of the *Maltese Falcon*, that CBS airing of the *Sam Spade* series constituted plagiarism. Regis Radio packaged the series for CBS, which has since discontinued its airing. Decision held that, although studio had all rights to the story, principal characters such as Sam Spade remain the author's property.

JOHN KING

Was Radio, Movie Pioneer

JOHN KING, 77, pioneer radio and theatre operator in Detroit, died Tuesday at his home in Encino, Calif. He had operated Gateway Inn, near Eagle River, Wis., in recent years.

Mr. King was born John Kunsky. He started Detroit's motion picture theatre in 1907, enlarging his interests in Detroit and spreading to California. Eventually he helped form the Kunsky-Trendle interests, including ownership of WXYZ Detroit and WOOD Grand Rapids, Mich.

In 1928 he was elected vice president of First National Pictures, one of the dominant motion picture concerns of the era. Since 1930 he had been in semi-retirement. Surviving are his wife, Mrs. Sara A. King, and a daughter, Mrs. Robert Albright.

Patent Rules Delay

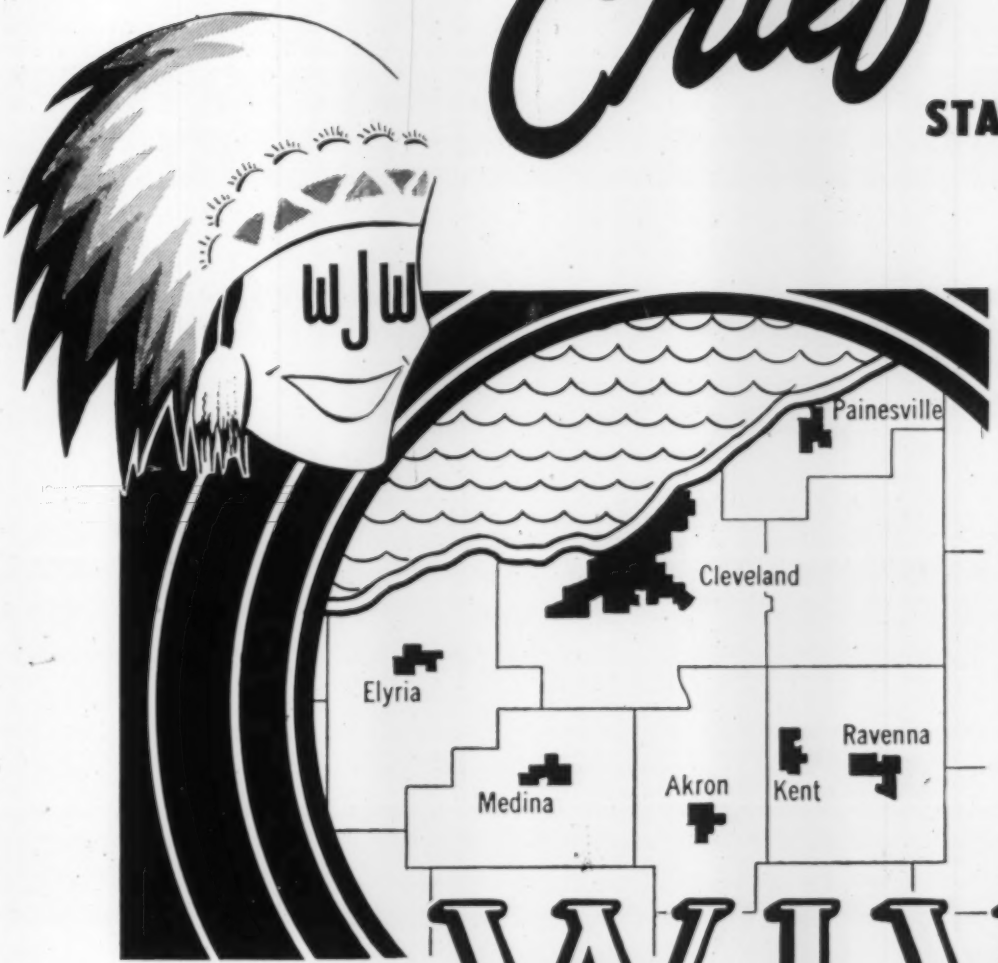
FCC postponed until Jan. 31 deadline for comments on its proposed patent disclosure rules [B•T, Dec. 3, 1951] following requests for extensions from "a large number of companies and individuals." Only filing up to last week was opposition by John M. LeBolt of Cromwell Paper Co. who said it would be "difficult to comply with, and would provide unnecessary information to competitors and would require a great deal of paper work by all those holding patents. I feel," said Mr. LeBolt, "that it would discourage the filing of patents . . ." Proposed rule would require annual filing of patent information by broadcast-communication companies.

ABC Radio will again broadcast annual "Coach of the Year" dinner—honoring outstanding football coach of 1951—Jan. 10 at 10:30-11 p.m. EST, from Netherland Plaza Hotel, Cincinnati. ABC Sportscaster Harry Wismer will act as emcee.

NORTHEAST OHIO'S

Chief

STATION



CHIEF SAYS:

"Greater Cleveland

is sold on WJW."

WJW

CLEVELAND'S *Chief* STATION

5000 W. BASIC ABC

WJW BUILDING CLEVELAND 15, OHIO

REPRESENTED NATIONALLY BY H-R REPRESENTATIVES, INC.

Greater Cleveland's strongest signal
sells for WJW advertisers.

MBS Billings

(Continued from page 25)

tobacco were in third place with $2,240,719.

Laundry soaps and household supplies stood fourth in line among types of MBS advertisers during the year, spending together a total of $1,658,071 for MBS time. Religious advertisers, fifth, account for $1,528,693; building materials advertising contributed $1,284,219 to the MBS gross for the year, and labor and political business added another $1,208,675.

Month-by-month billings breakdown shows October as high revenue month of the year for MBS ($1,759,468), due to the sale of the World's Series broadcasts to Gillette Safety Razor Co. otherwise, MBS billings hit an early year high in March ($1,648,006), declined to a June low of $1,191,691 and climbed to December's $1,671,814.

* * *

1951 Advertiser Expenditures*

Kellogg Co.	$1,407,900
Johns-Manville Corp.	1,275,723
B. T. Babbitt Inc.	1,245,809
P. Lorillard Co.	1,245,415
American Federation of Labor	1,208,675
Quaker Oats Co.	1,056,596
Miles Labs Inc.	677,834
Kraft Foods Co.	624,203
American Tobacco Co.	562,342
Derby Foods Inc.	545,217
Pearson Pharmacal Co.	464,444
Williamson Candy Co.	463,497
Sterling Drug Inc.	462,236
Cudahy Packing Co.	403,860
Lutheran Laymen's League	381,355
Ronson Art Metal Works	376,138
Beltone Hearing Aid Co.	372,560
National Biscuit Co.	358,945
Radio Bible Class	352,577
U. S. Tobacco Co.	307,427
Voice of Prophecy Inc.	307,156
Gillette Safety Razor Co.	296,183
VCA Labs. Inc.	267,937
Christian Reformed Church	256,672
State Farm Mutual Auto Ins. Co.	247,016
Personna Blade Co. Inc.	232,534
Dawn Bible Students Assn.	230,933
Noxzema Chemical Co.	213,016
Blatz Brewing Co.	184,935
Pal Blade Co. Inc.	163,172
U. S. Army & U. S. Air Force	145,530
Rhodes Pharmacal Co.	139,672
Admiral Corp.	127,157
Wildroot Co. Inc.	118,835
R. J. Reynolds Tobacco Co.	115,700
General Foods Corp.	82,486
Joe Lowe Corp.	77,165
Benjamin Moore & Co.	69,563
Miller Brewing Co.	68,156
Acousticon Div. of Dictograph Products Inc.	66,622
American School	57,560
Brewing Corp. of America	55,339
Murine Co.	52,470
Toni Co.	50,000
Orange-Crush Co.	48,883
Amurol Products Co. Inc.	43,946
Capehart-Farnsworth Corp.	40,189
Burrus Mill & Elevator Co.	39,780
Book Assoc.	35,887
Harrison Products Inc.	29,444
American Chicle Co.	25,268
Motorola Inc.	24,571
American Protam Corp.	21,061
Pontiac Motor Div.-General Motors Corp.	20,232
The Le Blanc Corp.	16,383
Mutual Benefit Health & Accident Assn.	14,325
Shrine East-West Football Committee	12,285
Airways Corp.	10,738
Wm. H. Wise & Co.	10,056
Mail Pouch Tobacco Co.	9,835
A. O. Smith Corp.	8,496
S. C. Johnson & Son	8,402
Wafex Inc.	8,176
Phillips Petroleum Corp.	7,583
Shipstad & Johnson	5,723
American Medical Assn.	5,608
Curtis Circulation Co.	4,097
American Bird Products Inc.	3,922
Kiplinger Washington Agency Inc.	2,306

*December billings estimated

1951 Agency Expenditures*

J. Walter Thompson Co.	$1,899,926
Wm. H. Weintraub & Co.	1,430,744
Lennen & Mitchell	1,245,415
Furman, Feiner Co.	1,208,675
Sherman-Marquette	1,056,596
Leo Burnett Co.	895,651
Needham, Louis & Brorby	800,635
Batten, Barton, Durstine & Osborn	737,744
Harry B. Cohen Adv.	704,077
Geoffrey Wade Adv.	677,834
Grant Adv.	549,390
Kenyon & Eckhardt	512,249
Aubrey, Moore & Wallace	463,497
Dancer-Fitzgerald-Sample	462,236
Olian Adv. Co.	430,120
Gotham Adv. Co.	381,355
Grey Adv. Agency	376,138
McCann-Erickson	358,945
Stanley G. Boynton Co.	352,577
Kudner Agency	307,427
Western Adv. Agency	307,156
Maxon Inc.	296,183
Glenn-Jordan-Stoetzel	256,672
Sullivan, Stauffer, Colwell & Bayles	238,284
J. D. Tarcher Co.	232,534
Wm. Gleeson & Co.	230,933
O'Neil, Larson & McMahon	183,618
Al Paul Lefton Co.	163,172
Benton & Bowles	137,825
Erwin, Wasey & Co.	127,157
Wm. Esty & Co.	115,700
Blaine-Thompson Co.	77,165
St. Georges & Keyes	69,563
Mathisson & Assoc.	68,156
Atherton Adv. Agency	63,316
Foote, Cone & Belding	50,000
Fitzmorris & Miller	48,883
J. M. Mathes Inc.	40,189
Tracy-Locke Co.	39,780
Huber Hoge & Sons	35,887
Sidney Garfield & Assoc.	29,444
Duane Jones Inc.	28,304
Ruthrauff & Ryan	24,571
Dowd, Redfield & Johnstone	21,061
MacManus, John & Adams	20,232
Majestic Adv. Agency	16,383
Bozell & Jacobs	14,325
Direct	12,285
Thwing & Altman	10,056
Charles W. Hoyt Co.	9,835
Dorland Inc.	8,536
Henri, Hurst & McDonald	8,496
Grady & Wagner Co.	8,176
Lambert & Feasley	7,583
Walter McCreery Inc.	5,723
Campaigns Inc.	5,608
Weston-Barnett Inc.	3,922
McCreery, Quick & McElroy	3,306
Albert Frank-Guenther Law	2,306
Harold Kaye Adv.	2,202

*December Billings Estimated

Expenditures by Industry 1951*

Food & Food Products	$4,115,127
Drugs & Toilet Goods	3,257,343
Cigars, Cigarettes & Tobacco	2,240,719
Laundry & Household Supplies	1,658,071
Religious	1,528,693
Building Materials	1,284,219
Labor & Politics	1,208,675
Confectionery & Soft Drinks	614,813
Medical Appliances & Equipment	439,182
Smoking Accessories	376,138
Beer, Wine & Liquor	308,430
Insurance	261,341
Radios, TV sets, etc.	191,917
U. S. Government Advertising	145,530
Miscellaneous	95,836
Paints	69,563
Publishing & Media	52,346
Automotive	20,232
Lubricants, Petroleum & Fuel	7,583
TOTAL	$17,875,758

*December billings estimated

why do it the hard way!

Make your selling job easy in the mid-west in HANNIBALAND* with KHMO, Hannibal, Mo.

Currently there are over 35 towns throughout the entire Hannibaland* area in which there are organizations advertising on KHMO (local).

They *know* that KHMO reaches the buying power of the 240,470 radio families who live in this large, 41 county area.

You can reach the majority of this rich population *too* with KHMO. Write, wire or phone KHMO or Pearson today for availabilities.

*HANNIBALAND...*the rich 41 county area surrounding Hannibal, Mo., Quincy, Illinois and Keokuk, Iowa.*

KHMO

Representative
John E. Pearson Company
●
Mutual Network
Hannibal, Missouri

5000 watts day ● 1000 watts at night

CAPPER WILL

Management to Continue

MANAGEMENT OF Capper Publications Inc., including WIBW Topeka and KCKN Kansas City, Kan., will continue under the same group of business associates and executives who have operated the properties for the past three decades, under terms of the will of former Sen. Arthur Capper, probated in Topeka Dec. 27. Ben Ludy is general manager of the station properties.

A major bequest of Capper Publications stock, amounting to 13,500 of the 100,000 shares of $10 par value, was made to top ranking employes of the newspaper and farm paper organization. Under the will, additional shares may be sold to those employes still active in the company. In addition to the stations, properties involved include two daily newspapers and eight arm and household publications [B•T, Dec. 24, 1951]. Value of the business properties owned by Sen. Capper was placed at $1,200,000 but no evaluation was placed upon the publishing business or the two stations. It was estimated, however, that the value would exceed outstanding indebtedness of $1,500,000.

Harry S. Blake, vice president and general manager of Capper Publications, is sole executor. The will was drawn in 1941 and a number of beneficiaries have died or retired since then. Their stock bequests revert to the corporation.

D. M. FREDERICK

Dies From Heart Attack

DAVID M. FREDERICK, 43, business manager of *Harper's* magazine, and former director of sales promotion and advertising for CBS, died Wednesday in his home at Noroton, Conn., after suffering a heart attack.

A native New Yorker, Mr. Frederick started his career in advertising at two agencies in Boston, leaving them to become a freelance writer and reporter for *The Boston Herald*, *The Boston Traveler*, and the Associated Press there. Returning to New York, he became president and publisher of *Tide* magazine and served, during the war, with the Office of War Information in Washington.

Mr. Frederick joined CBS in August 1946 as director of sales promotion and advertising, remaining with the network until November 1947. He was further associated with broadcasting when he served as vice president in charge of sales and promotion for Crossley Inc., New York market and opinion research organization, from January 1948 until January 1949. He resigned his position there to join *Harper's*.

He is survived by his widow, the former Barbara Allan Bement, two daughters and a son, his parents and three sisters.

We cannot quarrel about our competitors underselling us—they ought to know what their product is worth.

SELL WITH Standard Radio TRANSCRIPTION SERVICES, INC.
140 N. La Brea Avenue, Hollywood • WEbster 8-9181
360 N. Michigan Avenue, Chicago • CEntral 6-0041
444 Madison Avenue, New York City • PLaza 3-6690

DOWN IN ARKANSAS THINGS ARE LOOKING UP!

Yes sir, things are really booming in Arkansas. And when we say "things," we mean, among others:

★ *Radio Families*
★ *Station Audience Families*
★ *Family Buying Power*

Radio Families UP!

DAYTIME

1944 CBS	1949 BMB	
248,840	343,340	UP 37%

NIGHTTIME

1944 CBS	1949 BMB	
198,920	319,090	UP 60%

KLRA Families UP!

DAYTIME

1946 BMB	1949 BMB	
166,100	189,530	UP 14%

NIGHTTIME

1946 BMB	1949 BMB	
127,670	150,550	UP 18%

Buying Power UP!

The Little Rock Metropolitan Area shows a 252% sales increase over 1939—45% above average for cities of the 100,000 class, by Sales Management figures. The Little Rock trading zone (224,000 families in 26 counties) spent $522,255,000.00 out of an effective buying income of $642,504,000.00, according to the same source.

and

Effective Jan. 15, 1952
Time Charges UP

KLRA will increase its base hour rate by 15%. This increase is the first since 1945, and is a modest increase when rising costs are considered.

For the complete KLRA story, ask any O. L. Taylor Company office

KLRA LITTLE ROCK

CBS RADIO FOR ARKANSAS

Conventions

(Continued from page 25)

to the two conventions and that these will be supplemented by some 200 technical staff members.

NBC news figures who will report include John Cameron Swayze, Dave Garroway, H. V. Kaltenborn, W. W. Chaplin, Leon Pearson, George Hicks, Ben Grauer, Robert McCormick, Morgan Beatty, Earl Godwin, Richard Harkness, David Brinkley, Leif Eid, Ned Brooks, Ray Henle, Albert Warner, Clifton Utley, Alex Dreier, Bob Letts and Elmer Peterson.

Philco's sponsorship was announced by James H. Carmine, Philco executive vice president, and Joseph H. McConnell, NBC president. Mr. Carmine added:

"Philco welcomes the opportunity to bring to the American public these history-making events in 1952. Philco pioneered in televising the 1940 convention in Philadelphia, which was seen by only a few thousand persons. So rapidly has television grown that this year it is estimated that 18 million homes will be equipped with television receivers by election day 1952 and television is expected to exercise for the first time in history a profound influence on the outcome of the 1952 convention and election, with an estimated NBC audience of 70 to 75 million seeing and hearing the candidates in action."

Philco distributors and more than 25,000 dealers plan to hold "open house" so that additional persons can hear and watch the coverage the announcement said.

Westinghouse plans on CBS Radio and TV were announced by J. M. McKibbin, Westinghouse vice president in charge of consumer products, who said its purpose is "to stimulate maximum interest in the world's greatest demonstration of democracy at its best" and "to help produce the biggest turnout of well-informed voters in the history of American elections" [B•T, Dec. 31, 1951].

The Republican Convention is slated to open July 7 and the Democratic Convention July 21.

Mutual announced meanwhile that it will present "extensive plans" for Republican convention coverage to the GOP Convention Committee when it meets in San Francisco Jan. 16-19. (Democratic Convention Committee meeting date had not been set.) "Every phase of both major party conventions" will be covered, according to MBS, which noted that it now carries 16½ hours of news programs per week.

MBS convention coverage will be supervised by Art Feldman, director of special events, and Milton Burgh, director of news. Newscasters slated to take part, the network said, include Bill Henry—who is coordinating chairman of the broadcasting committees for both conventions—and Gabriel Heatter, Fulton Lewis jr., Cecil Brown, Cedric Foster, Robert F. Hurleigh, H. R. Baukhage, Sam Hayes, William Hillman, Fred Vandeventer, Frank Singiser, Hazel Markel, Helen Hall, Bill Cunningham, Les Nichols, Les Higbie, and Frank Edwards.

Components

(Continued from page 28)

tions." Limitation of two tons of carbon steel and 200 pounds of copper (and no aluminum) was drawn. Quarterly quota is $1,000 for each MRO project.

NPA defines installation as "the setting up or relocation of machinery, fixtures, or equipment in position for service and connection thereof to existing service facilities in an existing building, structure or project. . . ." Distinction is drawn between installation and actual construction.

Comparable priority is given to "repairmen"—"radio and/or television sales, service or repair shop." It entitles the repairmen to obtain a TV antenna to install a television receiver, but he is not permitted to use the symbol to secure a new receiver "for installation as a complete unit." Installation again is defined as "relocation," etc.

U. S. electronics manufacturers, sorely pressed for component parts to meet defense and civilian needs also are in line for relief through potential imports from Germany and Italy.

This was the substance of a report issued by EPB Chairman Morris, and released by the Defense Production Administration.

Mr. Morris' views were based on a survey he and military authorities compiled while visiting those two countries in October. It holds out major hope for increased availability of selenium rectifiers, resistors and resistance wire in the U. S.

"In the case of resistors, selenium rectifiers and fine enameled wire, however, we are unable to obtain, from domestic sources entirely, the quantities or types of components needed to round the electronics program," Mr. Morris said. He noted shortage of high-grade selenium and said importation of half a million German rectifiers (using Swedish selenium) "would help avert an impending shortage. . . ."

Rectifiers are needed by "several important defense-supporting and civilian industries, and the home radio and television receiver industry," he pointed out.

Mr. Morris has recommended to his board that individual contractors use these sources—some seven firms in Western Germany and Milano, Italy—when delivery schedules of American-made components are impeding the defense electronic program.

Tax Writeoffs

RAPID tax writeoffs for a number of electronic firms have been announced by the Defense Production Administration for the period Nov. 24 to Nov. 30. Approvals will enable the following firms to accelerate tax amortization on new or expanded defense facilities: United Electronics Co., Newark, N. J., for electron tubes, $25,224 out of $27,287 requested (or 65%); Electronic Associates Inc., Long Branch, N. J., for electronic equipment, $147,500 out of $150,000 (or 70%) and Consolidated Engineering Corp., Pasadena, Calif., for electronic instruments, $39,003 out of $58,104 (65%).

Upcoming

Jan. 7-10: Retail Dry Goods Assn., 41st annual convention, Hotel Statler, New York.

Jan. 8: Second session of the 82d Congress of the U.S. begins.

Jan. 10: Radio Executives Club of New York, luncheon meeting, Waldorf Astoria Hotel, New York.

Jan. 10-12: National Collegiate Athletic Assn., meeting, Cincinnati, Ohio.

Jan. 13-15: National Appliance and Radio Dealers Assn., annual convention, Conrad Hilton Hotel, Chicago.

Jan. 14: BAB Research Advisory Committee meeting, BAB headquarters, New York.

Jan. 15: BAB Promotion Advisory Committee meeting, BAB headquarters, New York.

Jan. 15: FCC-Paramount hearing, Washington.

Jan. 18: Washington State Assn. of Broadcasters Radio Sales Clinic, Tacoma, Wash.

Jan. 18:Board of Governors, Canadian Broadcasting Corp., Victoria Bldg., Ottawa.

Jan. 18-19: South Carolina Broadcasters Assn. winter meeting, Hotel Columbia, Columbia, S. C.

Jan. 19-20: National Advertising Agency Network, Western Regional Meeting, Nicollet Hotel, Minneapolis.

Jan. 21: Canadian Copyright Appeal Board, Ottawa.

Jan. 21-23: Newspaper Advertising Executives Assn., convention, Edgewater Beach Hotel, Chicago.

Jan. 21-26: American Institute of Electrical Engineers, winter general meeting, Hotel Statler, New York.

Jan. 24-26: Advertising Assn. of the West, midwinter conference, Oakland, Calif.

Jan. 25-26: Assn. of Railroad Adv. Managers, Sheraton Hotel, St. Louis.

Jan. 26-27: National Advertising Agency Network, Eastern Regional Meeting, New Weston Hotel, New York.

Jan. 27-31: U. S. National Commission for UNESCO, third national conference, Hunter College, New York.

Feb. 4: Maritime Broadcasters Assn. meeting, Fort Cumberland Hotel, Amherst, Nova Scotia.

Feb. 9-29: International Radio and Electronics Exhibition, Bombay, India. (Further information obtainable from Consulate General of India, 3 E. 64th St., New York 21, N. Y.)

Feb. 10-15: NARTB Radio and TV Boards, San Antonio, Tex.

Feb. 11: British Columbia Assn. of Broadcasters meeting, Hotel Vancouver, Vancouver, B. C.

Feb. 25: FCC-Theatre Television hearing, Washington.

Feb. 28-29: Oregon State Broadcasters Assn. annual meeting, Eugene Hotel, Eugene, Ore.

What makes WREC *lead the parade?*

LISTENERS!

What makes the most listeners?

Program superiority . . .
plus operational perfection.

CONSEQUENTLY WREC'S
HOOPER RATINGS
AVERAGE HIGHER THAN
ANY OTHER
MEMPHIS STATION.

that's
why
we
say

Affiliated with CBS Radio, 600 KC, 5000 Watts

Represented by The Katz Agency, Inc.

Set Ownership

(Continued from page 23)

Bureau household figures for 1950 and latest radio homes saturation figures of Broadcast Measurement Bureau.

Of 1,560 counties that showed increased population in the 1940-50 decade, 864 gained 10% or more in number of people, 498 gained 20% or more and 28 gained 100% or more, according to Census Bureau.

It was pointed out that a loss in population by nearly half of U. S. counties (49.7%) during the decade occurred while the population total was gaining 19 million. Of counties suffering a loss, one-fourth lost 10% or more.

All of the counties that more than doubled in size during the 1940-50 period were located in the South or West, it was found. Elsewhere, over four out of five counties in New England and three out of five counties in the West showed population increases. In the North Central area 43.9% of counties showed gains, with 47% of southern counties showing increases.

In all regions but the West the increase in total dwelling units was well in excess of the rate of population increase, the bureau found. The in-migration almost kept pace with rise in dwelling units there.

Significant increase in home ownership is shown in each section of the country, especially the West and South, according to the Census Bureau. The gain resulted from new construction and from the sale of existing rental homes for owner occupancy. In all areas but the West the shift from renter to owner occupancy was so great that there was a loss in the number of rental units despite the large volume of such units built during the decade. Both renter and owner-occupied dwelling units rose substantially in the West.

According to the Census Bureau, all regions had more renters than owners in 1940 whereas in 1950 home owners exceeded renters in every region except the Northeast where the ratio was about equal. Highest home ownership rate was found in the North Central Region, where it was 61%.

The one-dwelling unit detached house was still the most common type in all regions in 1950. This type amounted to 75% in the South with a low ratio of 40% in the Northeast where large multi-unit structures are most popular.

During the decade the size of households became generally smaller, aside from the West. In general, there were relatively more one-person households than in 1940 and fewer households with six or more persons. Households with two persons were most numerous.

The median size of city households in 1950 varied from 2.5 to 3.4 persons. Households with two or three persons constituted from half to three-fifths in individual metropolitan areas.

The nation's center of population moved during the 1940-50 decade from a point two miles from Carlisle, Ind., to a point eight miles northwest of Olney, in southeastern Illinois. Since 1790 the center has moved westward from a point 23 miles east of Baltimore, Md., with possibility it will reach dead center around St. Louis, around 200 miles east of the geographical center of the nation in Smith County, Kan.

Census Bureau computations showing households cover 3,070 counties plus 29 independent cities. Of these cities 27 are in Virginia. Others are Baltimore and St. Louis. Separate geographic districts are District of Columbia and Yellowstone National Park.

Radio Homes in the United States by Counties

(Radio Homes are BROADCASTING • TELECASTING *estimates based on just released figures from the decennial census now being computed by the Bureau of the Census. Households are official Census Bureau figures.)*

County	Radio Homes 1950	Households 1950
ALABAMA		786,476
Autauga	3,464	4,476
Baldwin	8,981	10,730
Barbour	5,330	7,126
Bibb	3,728	4,401
Blount	5,982	7,340
Bullock	2,858	3,905
Butler	5,429	7,033
Calhoun	17,164	20,556
Chambers	8,576	10,210
Cherokee	3,704	4,302
Chilton	5,551	6,896
Choctaw	3,367	4,448
Clarke	5,193	6,658
Clay	2,877	3,561
Cleburne	2,318	2,919
Coffee	6,066	7,737
Colbert	8,584	10,305
Conecuh	4,021	5,162
Coosa	2,345	2,928
Covington	8,286	10,650
Crenshaw	3,800	4,786
Cullman	10,365	12,237
Dale	4,281	5,453
Dallas	10,559	14,250
De Kalb	9,682	11,581
Elmore	6,387	7,885
Escambia	5,994	7,646
Etowah	22,091	25,276
Fayette	4,060	4,988
Franklin	5,306	6,527
Geneva	5,226	6,624
Greene	2,926	3,965
Hale	3,681	4,889
Henry	3,460	4,385
Houston	10,421	12,406
Jackson	7,822	9,504
Jefferson	136,948	153,529
Lamar	3,475	4,228
Lauderdale	11,813	14,302
Lawrence	5,195	6,469
Lee	8,206	10,629
Limestone	7,059	8,769
Lawndes	3,060	4,152
Macon	4,896	6,494
Madison	15,614	18,413
Marengo	5,365	7,299
Marion	5,656	6,806
Marshall	9,920	11,768
Mobile	51,852	62,098
Monroe	4,608	6,055
Montgomery	30,206	37,663
Morgan	12,302	14,422
Perry	3,570	4,667
Pickens	4,632	5,827
Pike	5,944	7,689
Randolph	4,665	5,745
Russell	7,582	9,924
St. Clair	5,585	6,610
Shelby	6,397	7,588
Sumter	4,203	5,559
Talladega	12,212	15,170
Tallapoosa	7,542	9,054
Tuscaloosa	18,183	22,147
Walker	13,915	16,218
Washington	2,810	3,612
Wilcox	3,923	5,280
Winston	3,774	4,536
ARIZONA		210,398
Apache	4,559	5,193
Cochise	8,977	9,459
Conconino	5,450	6,016
Gila	6,528	6,945
Graham	3,190	3,401
Greenlee	3,080	3,277
Maricopa	90,900	96,497
Mohave	2,404	2,568
Navajo	6,216	6,884
Pima	38,979	41,074
Pinal	10,210	11,074
Santa Cruz	2,308	2,509
Yavapai	7,302	7,743
Yuma	7,246	7,758
ARKANSAS		524,708
Arkansas	5,664	6,711
Ashley	5,419	6,665
Baxter	2,895	3,297
Benton	10,128	11,641
Boone	4,219	4,844
Bradley	3,708	4,332
Calhoun	1,566	1,915
Carroll	3,584	4,073
Chicot	4,859	6,286
Clark	5,235	6,239
Clay	6,348	7,280
Cleburne	2,660	3,144
Cleveland	1,889	2,290
Columbia	6,391	7,747
Conway	3,986	4,814
Craighead	11,805	13,339
Crawford	5,377	6,356
Crittenden	9,324	12,078
Cross	5,023	6,232
Dallas	2,633	3,316
Desha	5,257	6,637
Drew	3,722	4,705
Faulkner	5,774	6,738
Franklin	3,036	3,514
Fulton	2,126	2,565
Garland	12,715	14,649
Grant	2,102	2,467
Greene	7,005	7,942
Hempstead	5,639	6,987
Hot Spring	5,097	6,104
Howard	3,158	3,796
Independence	5,644	6,578
Izard	2,294	2,731
Jackson	5,625	6,860
Jefferson	17,123	21,087
Johnson	3,934	4,612
Lafayette	2,949	3,592
Lawrence	4,965	5,720
Lee	4,618	6,117
Lincoln	3,243	4,168
Little River	2,649	3,234
Logan	4,592	5,327
Lonoke	6,146	7,273
Madison	2,572	3,191
Marion	2,016	2,406
Miller	7,750	9,281
Mississippi	17,227	20,781
Monroe	3,763	5,085
Montgomery	1,576	1,906
Nevada	3,356	4,053
Newton	1,704	2,149
Ouachita	7,465	9,092
Perry	1,357	1,663
Phillips	9,526	12,600
Pike	2,394	2,827
Poinsett	7,976	9,564
Polk	3,403	4,140
Pope	5,400	6,413
Prairie	3,097	3,648
Pulaski	50,211	56,671
Randolph	3,589	4,334
St. Francis	7,263	9,336
Saline	5,024	5,821
Scott	2,428	2,826
Searcy	2,281	2,813
Sebastian	17,504	19,470
Sevier	2,869	3,564
Sharp	2,084	2,484
Stone	1,627	2,001
Union	12,500	14,401
Van Buren	2,197	2,670
Washington	12,421	14,293
White	8,953	10,410
Woodruff	4,034	4,802
Yell	3,470	4,011
CALIFORNIA		3,336,308
Alameda	235,250	237,867
Alpine	75	78
Amador	2,736	2,815
Butte	20,614	21,273
Calaveras	3,135	3,249
Colusa	3,483	3,561
Contra Costa	82,304	83,388
Del Norte	2,487	2,607
El Dorado	5,269	5,506
Fresno	78,285	80,375
Glenn	4,609	4,718
Humboldt	20,743	21,429
Imperial	15,401	16,525
Inyo	3,619	3,794
Kern	63,121	65,006
Kings	12,650	13,068
Lake	4,035	4,126
Lassen	5,334	5,454
Los Angeles	1,352,162	1,369,972
Madera	9,635	10,078
Marin	25,030	25,232
Mariposa	1,633	1,710
Mendocino	11,600	12,021
Merced	18,529	19,566
Modoc	2,844	2,941
Mono	675	710
Monterey	35,987	36,910
Napa	12,433	12,648
Nevada	6,436	6,608
Orange	68,390	69,431
Placer	11,737	12,063
Plumas	4,141	4,273
Riverside	51,976	53,584
Sacramento	81,041	82,779
San Benito	4,169	4,272
San Bernardino	83,710	85,945
San Diego	165,970	169,012
San Francisco	254,497	259,162
San Joaquin	56,506	57,955
San Luis Obispo	15,997	16,475
San Mateo	70,309	71,380
Santa Barbara	29,962	30,605
Santa Clara	84,154	85,436
Santa Cruz	23,006	23,524
Shasta	11,040	11,512
Sierre	812	843
Siskiyou	9,564	9,819
Solano	29,965	30,360
Sonoma	32,466	22,994
Stanislaus	36,885	37,715
Sutter	7,624	7,876
Tehama	5,915	6,085
Trinity	1,687	1,781
Tulare	41,329	42,828
Tuolumne	4,194	4,315
Ventura	31,265	32,001
Yolo	11,532	11,852
Yuba	6,901	7,196
COLORADO		391,517
Adams	9,953	10,368
Alamosa	2,713	2,841
Arapahoe	14,820	15,122
Archuleta	750	810
Baca	2,207	2,340
Bent	2,173	2,292
Boulder	13,794	14,104
Chaffee	2,173	2,283
Cheyenne	938	967
Clear Creek	1,088	1,115
Conejos	2,163	2,349
Costilla	1,217	1,339
Crowley	1,371	1,430
Custer	478	512
Delta	4,974	5,203
Denver	127,540	130,143
Dolores	521	558
Douglas	1,076	1,113
Eagle	1,313	1,349
Elbert	1,253	1,308
El Paso	22,695	23,253
Fremont	5,285	5,505
Garfield	3,422	3,565
Gilpin	306	317
Grand	1,169	1,213
Gunnison	1,579	1,633
Hinsdale	100	100
Huerfano	2,751	3,023
Jackson	637	659
Jefferson	16,069	16,330
Kiowa	851	889
Kit Carson	2,355	2,461
Lake	1,716	1,797
La Plata	3,986	4,240
Larimer	12,865	13,195
Las Animas	6,450	7,026
Lincoln	1,699	1,762
Logan	4,709	4,875
Mesa	11,031	11,467
Mineral	214	222
Moffat	1,764	1,828
Montezuma	2,460	2,821
Montrose	4,287	4,498
Morgan	4,822	5,028
Otero	6,932	7,289
Ouray	645	655
Park	607	635
Phillips	1,477	1,516
Pitkin	499	516

County	Radio Homes 1950	Households 1950
Prowers	4,142	4,275
Pueblo	23,627	24,484
Rio Blanco	1,408	1,443
Rio Grande	3,114	3,302
Routt	2,565	2,644
Saguache	1,420	1,501
San Juan	377	386
San Miguel	745	790
Sedgwick	1,406	1,448
Summit	380	391
Teller	925	953
Washington	2 078	2,158
Weld	18,036	18,613
Yuma	3,164	3,265
CONNECTICUT		570,404
Fairfield	142,323	143,906
Hartford	151,331	152,398
Litchfield	28,248	28,913
Middlesex	18,277	18,669
New Haven	154,066	155,780
New London	39,524	40,788
Tolland	11,308	11,755
Windham	17,558	18,195
DELAWARE		90,362
Kent	10,301	11,246
New Castle	58,833	60,715
Sussex	17,039	18,401
DISTRICT OF COLUMBIA		
Washington, D. C.	216,921	224,092
FLORIDA		822,045
Alachua	12,359	14,837
Baker	1,276	1,593
Bay	9,671	11,582
Bradford	2,556	3,021
Brevard	6,533	7,553
Broward	22,546	26,493
Calhoun	1,620	2,020
Charlotte	1,328	1,497
Citrus	1,571	1,870
Clay	2,960	3,478
Collier	1,523	1,857
Columbia	3,723	4,905
Dade	145,371	154,815
De Soto	2,033	2,495
Dixie	907	1,099
Duval	76,073	85,379
Escambia	26,349	30,532
Flagler	843	1,027
Franklin	1,340	1,722
Gadsden	6,028	7,709
Gilchrist	693	885
Glades	516	614
Gulf	1,734	2,016
Hamilton	1,844	2,328
Hardee	2,387	2,915
Hendry	1,494	1,729
Hernando	1,741	2,024
Highlands	3,430	4,140
Hillsborough	66,575	74,888
Holmes	2,760	3,498
Indian River	3,148	3,669
Jackson	6,783	8,832
Jefferson	2,109	2,680
Lafayette	751	916
Lake	9,637	11,180
Lee	6,459	7,433
Leon	10,690	12,895
Levy	2,517	3,104
Liberty	685	875
Madison	2,751	3,596
Manatee	9,548	11,154
Marion	9,189	11,098
Martin	2,202	2,554
Monroe	6 118	7,336
Nassau	2,748	3,307
Okaloosa	5,569	6,694
Okeechobee	864	1,023
Orange	32,081	35,725
Osceola	3,552	4,050
Palm Beach	31,484	36,996
Pasco	5,441	6,386
Pinellas	52,009	56,655
Polk	30,862	35,970
Putnam	5,552	6,905
St. Johns	6,040	7,384
St. Lucie	4,767	5,966
Santa Rosa	3,802	4,676
Sarasota	8,566	9,723
Seminole	6,616	7,923
Sumter	2,663	3,186
Suwannee	3,506	4,438
Taylor	2,273	2,964
Union	986	1,232
Volusia	21,217	24,557
Wakulla	1,110	1,365
Walton	3,141	3,961
Washington	2,474	3,116
GEORGIA		882,716
Appling	2,515	3,229
Atkinson	1,454	1,760
Bacon	1,759	2,135
Baker	1,039	1,347
Baldwin	3,701	4,592
Banks	1,389	1,686
Barrow	3,228	3,595
Bartow	5,908	6,862
Ben Hill	3,219	3,960
Berrien	2,755	3,385
Bibb	25,968	31,941
Bleckley	1,905	2,335
Brantley	1,170	1,492
Brooks	3,311	4,295
Bryan	1,120	1,428
Bulloch	4,758	6,000
Burke	4,406	5,946
Butts	1,964	2,322
Calhoun	1,778	2,294
Camden	1,508	1,876
Candler	1,639	2,008
Carroll	7,735	9,079
Catoosa	3,558	3,923
Charlton	934	1,157
Chatham	36,162	43,050
Chattahoochee	1,005	1,217
Chattooga	4,843	5,417
Cherokee	4,541	5,349
Clarke	8,055	9,476
Clay	1,139	1,462
Clayton	5,081	5,834
Clinch	1,277	1,542
Cobb	14,814	16,534
Coffee	4,384	5,628
Colquitt	6,778	8,536
Columbia	1,855	2,279
Cook	2,538	3,062
Coweta	6,012	7,314
Crawford	1,128	1,430
Crisp	3,491	4,674
Dade	1,473	1,731
Dawson	732	913
Decatur	4,607	6,078
De Kalb	35,880	38,415
Dodge	3,430	4,443
Dooly	2,762	3,474
Dougherty	9,354	11,811
Douglas	2,527	3,100
Early	3,213	4,216
Echols	500	620
Effingham	1,837	2,259
Elbert	3,942	4,873
Emanuel	3,982	4,996
Evans	1,413	1,732
Fannin	3,113	3,628
Fayette	1,531	1,914
Floyd	14,656	16,467
Forsyth	2,315	2,796
Franklin	3,126	3,708
Fulton	115,522	130,830
Gilmer	1,947	2,389
Glascock	734	882
Glynn	6,656	7,990
Gordon	4 298	4,857
Grady	3,727	4,718
Greene	2,621	3 200
Gwinnett	7,063	8 359
Habersham	3,676	4,250
Hall	9,035	10,494
Hancock	1,866	2,424
Haralson	3,316	3,842
Harris	2 215	2,735
Hart	3,058	3,627
Heard	1,332	1,705
Henry	3,167	3,843
Houston	4,127	5 178
Irwin	2 212	2 744
Jackson	4,018	4,829
Jasper	1 605	1 939
Jeff Davis	1,773	2,168
Jefferson	3 760	4,585
Jenkins	1,917	2,566
Johnson	1,964	2 505
Jones	1,501	1,835
Lamar	2,132	2 619
Lanier	1,034	1,269
Laurens	6 518	8,314
Lee	1 195	1 591
Liberty	1,630	2,068
Lincoln	1,187	1,476
Long	692	882
Lowndes	7,263	9,182
Lumpkin	1,194	1,487
McDuffie	2,320	2 937
McIntosh	1,266	1,581
Macon	2 774	3,446
Madison	2 529	3,040
Marion	1,139	1,464
Meriwether	4,171	5,149
Miller	1,784	2,264
Mitchell	3,960	5,273
Monroe	2,089	2,563
Montgomery	1,436	1,816
Morgan	2 398	2,972
Murray	2,203	2,550
Muscogee	25,827	30,492
Newton	4,481	5,247
Oconee	1,418	1,740
Oglethorpe	1,888	2,345
Paulding	2,486	2,974
Peach	2,160	2,983
Pickens	1,931	2,232
Pierce	2,094	2,585
Pike	1,673	2,055
Polk	6,927	7,880
Pulaski	1,691	2,243
Putnam	1,554	1,937
Quitman	497	671
Rabun	1,506	1,825
Randolph	2,595	3,441
Richmond	23,297	28,376
Rockdale	1,771	2,093
Schley	600	952
Screven	3,283	4,343
Seminole	1,522	1,907
Spalding	7,309	8,459
Stephens	3,610	4,298
Stewart	1,688	2,159
Sumter	4,864	6,409
Talbot	1,375	1,786
Taliaferro	862	1,098
Tattnall	3,048	3,695
Taylor	1,821	2,265
Telfair	2,669	3,299
Terrell	2,688	3,647
Thomas	7,166	8,935
Tift	4,623	5,786
Toombs	3,406	4,300
Towns	941	1,132
Treutlen	1,251	1,586
Troup	10,460	13,075
Turner	2,157	2,640
Twiggs	1,444	1,895
Union	1,404	1,788
Upson	5,451	6,482
Walker	9,084	10,082
Walton	4 299	5,075
Ware	6,636	8,024
Warren	1,786	2,116
Washington	3,990	5,202
Wayne	2,745	3,457
Webster	709	924
Wheeler	1,282	1,577
White	1,176	1,445
Whitfield	8,230	8,054
Wilcox	2,013	2,500
Wilkes	2,315	3,103
Wilkinson	2 076	2,547
Worth	3,591	4,523
IDAHO		169,274
Ada	21,154	21 630
Adams	974	1 010
Bannock	11,182	11,434
Bear Lake	1,887	1,916
Benewah	1,881	1,935
Bingham	5,664	5,797
Blaine	1,472	1,505
Boise	561	588
Bonner	4,376	4,582
Bonneville	8,056	8,297
Boundary	1,669	1,722
Butte	727	741
Camas	312	322
Canyon	15,000	15,416
Caribou	1,472	1,499
Cassia	3,828	3,946
Clark	255	264
Clearwater	2,246	2,318
Custer	931	963
Elmore	1,836	1,991
Franklin	2,427	2,459
Fremont	2,471	2,547
Gem	2 518	2,601
Gooding	3,045	3,129
Idaho	3,220	3,320
Jefferson	2,558	2,644
Jerome	3,239	3,332
Kootenai	7,589	7,832
Latah	5,771	5,877
Lemhi	1,818	1,902
Lewis	1,218	1,248
Lincoln	1,132	1,161
Madison	2,239	2,299
Minidoka	2,645	2,713
Nez Perce	6,825	7,051
Oneida	1,188	1,207
Owyhee	1,699	1,788
Payette	3,464	3,567
Power	1,093	1,124
Shoshone	6,544	6,650
Teton	761	781
Twin Falls	12,106	12,366
Valley	1,182	1,220
Washington	2,503	2,580
Yellowstone National Park (part)	...	...
ILLINOIS		2,585,691
Adams	18,929	19,925
Alexander	5,447	6,319
Bond	4,176	4,466
Boone	5,062	5,139
Brown	2,157	2,295
Bureau	11,354	11,633
Calhoun	1,846	1,968
Carroll	5,805	5,960
Cass	4,501	4,733
Champaign	26,383	26,894
Christian	11,533	12,001
Clark	5,406	5,715
Clay	5,218	5,498
Clinton	6,046	6,371
Coles	12,307	12,780
Cook	1,314,310	1,337,040
Crawford	6,520	6,863
Cumberland	3,133	3,274
De Kalb	11,667	11,869
De Witt	5,326	5,502
Douglas	5,182	5,348
Du Page	42,571	42,914
Edgar	7,238	7,540
Edwards	2,757	2,927
Effingham	5,990	6,285
Fayette	6,967	7,372
Ford	4,881	4,960
Franklin	15,031	16,024
Fulton	13,615	14,109
Gallatin	2,709	2,916
Greene	5,542	5,908
Grundy	5,791	5,903
Hamilton	3,559	3,848
Hancock	7,879	8,259
Hardin	1,990	2,147
Henderson	2,466	2,579
Henry	14,180	14,544
Iroquois	9,730	9,979
Jackson	10,795	11,558
Jasper	3,608	3,818
Jefferson	10,691	11,361
Jersey	4,018	4,348
Jo Daviess	6,092	6,339
Johnson	2,456	2,667
Kane	41,695	42,546
Kankakee	17,713	18,038
Kendall	3,530	3,602
Knox	16,521	17,032
Lake	46,371	46,982
La Salle	29,347	30,007
Lawrence	5,995	6,337
Lee	9,304	9,455
Livingston	10,667	10,918
Logan	7,779	8,003
McDonough	8,448	8,764
McHenry	14,650	14,858
McLean	22,467	22,949
Macon	30,051	30,727
Macoupin	13,465	14,174
Madison	52,351	54,194
Marion	12,435	13,243
Marshall	3,992	4,040
Mason	4,704	4,936
Massac	3,944	4,325
Menard	2,871	3,013
Mercer	5,155	5,325
Monroe	3,726	3,981
Montgomery	10,029	10,524
Morgan	9,295	9,702
Moultrie	3,823	4,020
Olge	10,032	10,268
Peoria	50,283	51,519
Perry	6,349	6,798
Piatt	4,216	4,333
Pike	6,797	7,216
Pope	1,637	1,774
Pulaski	3,666	4,055
Putnam	1,415	1,468
Randolph	8222	8,700
Richland	5,083	5,367
Rock Island	38,653	39,362
St. Clair	57,035	59,350
Saline	10,034	10,663
Sangamon	39,724	40,826
Schuyler	3,059	3,167
Scott	2,179	2,311
Shelby	7,452	7,795
Stark	2,577	2,651
Stephenson	12,510	12,818
Tazewell	22,129	22,627
Union	5,147	5,517
Vermilion	25,642	26,627
Wabash	4,331	4,549
Warren	6,443	6,656
Washington	4,263	4,569
Wayne	5,960	6,388
White	6,141	6,533
Whiteside	14,523	14,895
Will	36,693	37,366
Williamson	14,875	15,757
Winnebago	45,298	45,848
Woodford	6,186	6,325
INDIANA		1,169,314
Adams	6,083	6,291
Allen	53,959	54,892
Bartholomew	10,392	10,803
Benton	3,264	3,344
Blackford	4,217	4,343
Boone	7,412	7,625
Brown	1,558	1,723
Carroll	4,913	5,107
Cass	11,120	11,429
Clark	12,689	13,674
Clay	7,326	7,761
Clinton	9,141	9,414
Crawford	2,498	2,748
Daviess	7,352	7,821
Dearborn	6,982	7,326
Decatur	5,163	5,510
De Kalb	7,731	7,970
Delaware	26,653	27,308
Dubois	5,963	6,391
Elkhart	24,941	25,659
Fayette	6,588	6,820
Floyd	12,609	13,245
Fountain	5,437	5,658
Franklin	3,977	4,240
Fulton	5,128	5,292
Gibson	8,916	9,405
Grant	18,160	18,607
Greene	8,513	9,076
Hamilton	8,559	8,833
Hancock	6,153	6,376
Harrison	4,643	5,047
Hendricks	7,123	7,374
Henry	13,114	13,423
Howard	16,023	16,451
Huntington	9,539	9,794
Jackson	7,918	8,370
Jasper	4,539	4,704
Jay	7,068	7,309
Jefferson	5,387	5,768
Jennings	3,568	3,862
Johnson	7,522	7,868
Knox	12,626	13,305
Kosciusko	10,026	10,368
Lagrange	4,138	4,284
Lake	99,842	102,088
La Porte	21,830	22,276
Lawrence	9,635	10,239
Madison	31,068	31,734
Marion	163,544	167,737
Marshall	8,629	8,933

(Continued on page 42)

Advertisement

From where I sit *by* Joe Marsh

Experienced Hand Wanted

Cappy Miller's back from visiting relatives and tells about a big snow storm that knocked out the electric power for miles around.

Naturally, the local power company was doing everything possible to restore service but a good many folks kept calling in and one woman gave them a new twist.

"I don't mind not having lights," she grumbled, "but I've got 20 cows in my barn and they all have to be milked by machine. Nobody around here knows how to milk a cow by hand any more."

From where I sit, it's only too easy to forget how to do something—even as simple as milking a cow—if we don't keep at it. And that goes for practicing tolerance, too. Like forgetting our neighbor has a right to decide for himself whether or not to enjoy a temperate glass of beer. If we don't keep the other fellow's point of view in mind we're all liable to get "snowed under" by intolerance.

Joe Marsh

Copyright, 1952, United States Brewers Foundation

STORM SERVICE

Rendered by AM, TV

WINTER storms swept across the nation in December, pointing up radio-TV's effectiveness as a public service medium as demonstrated in these reports reaching BROADCASTING • TELECASTING:

KGEZ Kalispell, Mont.—Worst blizzard in many a year struck the Flathead Valley in mountainous western Montana Dec. 18. During two-day period KGEZ relayed messages from the stranded to their relatives, flashed weather and storm news items to listeners. Communities in storm's path were given advance warning to prepare. The storm was progressing at the rate of 20 miles per hour.

WLWT (TV) Cincinnati — As cold, snow, sleet, ice carried by the storm struck Cincinnati and environs, WLWT whipped into its emergency plan, alerting the area on changing weather conditions, driving hazards and whether schools and industry would be operating. Plan was formed following last year's bitter weather experience, station reports.

Simply, the plan was compilation of phone numbers by which schools, highway department and business firms could call in all storm information to either WLWT or WLW, the Crosley AM outlet. Areas included Dayton and Columbus, WWLD (TV) and WWLC (TV) respectively. Setting up and taking part in the emergency plan were Newsmen Dallas DeWeese and Peter Grant, Special Broadcast Director Katherine Fox, WLW Program Vice President William Robinson, Assistant Director of WLW TV Bernie Barth and WLWT Program Director Lin Mason.

WWNY Watertown, N. Y.—Station cancelled local and network commercial programs to broadcast emergency messages to listeners, suffering from the heaviest snowfall in the city's history. Virtually all civic activity ceased. Because of WWNY's emergency broadcasts, two persons lost in the storm for hours were found; a woman who told the station her home was without fuel oil, was quickly supplied with adequate fuel. All streets were impassable, so the Watertown *Daily Times*, which owns WWNY, was unable to deliver copies to subscribers.

Form French Assn.

A NEW French Canada Broadcasters Assn., replacing the Quebec Assn. of Broadcasters, was formed at Quebec early in December with probable membership of 13 stations. A committee was appointed to draft a constitution. Membership meeting to approve this constitution is to be called early in 1952. On the committee are Phil Lalonde, CKAC Montreal; Henri LePage, CHRC Quebec, and Flavius Daniel, CHLP Montreal. Representatives of nine Quebec stations were at the formation meeting.

KITE Employes Share

KITE San Antonio employes have received second payment in their share of the station's profits. These employes' payments averaged an extra month's pay during 1951 for staff members with a year or more of service. Three staffers, Pearl Brewer, office manager; Alec Chesser, program director, and John Siercovich, chief engineer, have been with the station since its inception in 1947. In addition, KITE staffers are paid a sliding-scale cost of living allowance, which is hinged to the U. S. Dept. of Labor index. Besides the usual vacations, KITE two years ago established a policy of giving each employe his birthday off, with pay. Charles W. Balthrope, KITE president - general manager, described the practice as "my most expensive pastime," and added, "I still think it's a good investment, though, after four years."

U. S.-CANADA

To Extend Conelrad

COORDINATION of broadcast and other electromagnetic radiation signals between Canada and U. S. in the event of air raids along border was subject of a U. S.-Canadian meeting in Washington last month.

Group drafted first draft of diplomatic note to be exchanged between the two countries. The note is an agreement to coordinate plans for broadcast stations and other devices which radiate signals. For broadcasters, principal interest is extension of Conelrad plan to Canadian stations.

Meeting followed by a week the issuance of an executive order by President Truman making the FCC officially responsible for the working of all segments of emergency operation and silence during an emergency [B•T, Dec. 17, 1951].

Group agreed to meet again by mid-January to get down to brass tacks.

Those present included:

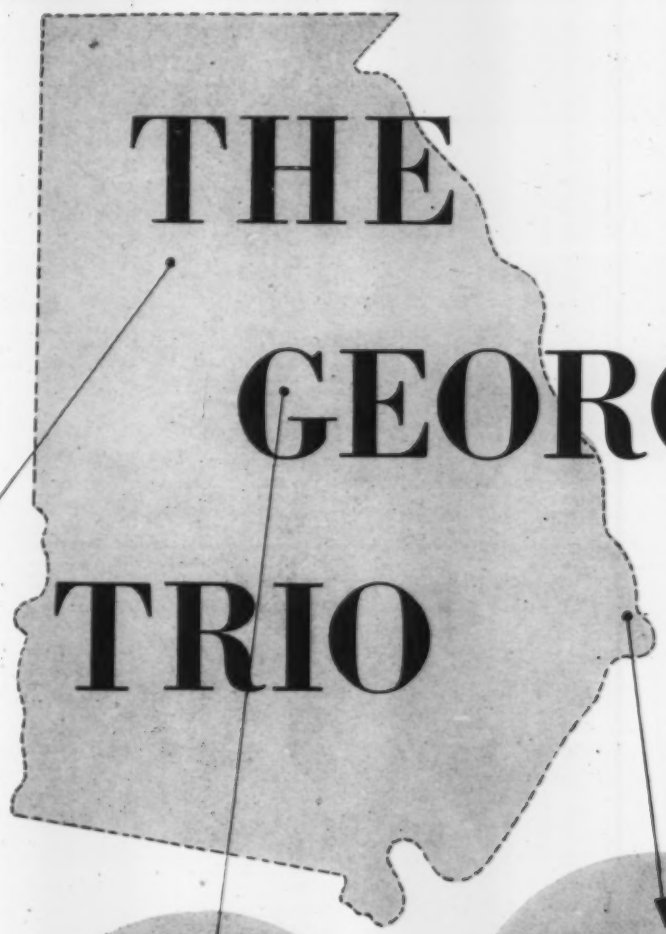
U. S. representatives—Don R. MacQuivey, State Dept., chairman; Col. Gomer Lewis, USAF; William L. Wight Jr., State Dept.; Lt. Col. George L. Wells, Air Defense Command, USAF; A. Prose Walker, FCC; Robert D. Linx, FCC; Ernest C. Thelemann, FCC; George MacClain, FCC; Col. William M. Talbot, Federal Civil Defense Administration; R. H. McRoberts, FCDA; Harry E. Roderick, FCDA.

Canadian representatives—G. C. W. Brown, controller of telecommunications, Transport Dept., chairman; W. A. Caton, chief radio inspector, Transport Dept.; W. B. Smith, radio engineer, Transport Dept.; Wing Comdr. E. J. Gauthier, RCAF; H. R. Finley, civil air inspector, Transport Dept.; H. T. Patterson, civil air inspector, Transport Dept.; Peter Towe, telecommunications attache, Canadian Embassy.

PENTAGON'S *Armed Forces Review*, heard on MBS the past six months 9-9:30 p.m. EST. Friday, moved to 9:30-10 p.m. time slot Jan. 4. Program features music, documentary and military interviews.

THE GEORGIA PURCHASE

only a combination of stations can cover georgia's major markets



ATLANTA
WAGA
5000w 590kc
CBS

MACON
WMAZ
10,000w 940kc
CBS

SAVANNAH
WTOC
5000w 1290kc
CBS

the TRIO *offers advertisers at one low cost:*

• concentrated coverage • merchandising assistance •
listener loyalty built by local programming • dealer loyalties
. . . IN THREE MAJOR MARKETS

represented individually and as a group by

THE KATZ AGENCY, INC.

NEW YORK • CHICAGO • DETROIT • ATLANTA • DALLAS • KANSAS CITY • LOS ANGELES • SAN FRANCISCO

Radio Homes by Counties

(Continued from page 39)

County	Radio Homes 1950	Households 1950
Martin	2,749	2,972
Miami	8,685	8,935
Monroe	12,140	12,888
Montgomery	8,842	9,153
Morgan	6,718	7,132
Newton	3,259	3,374
Noble	7,408	7,645
Ohio	1,203	1,282
Orange	4,651	4,964
Owen	3,328	3,613
Parke	4,632	4,907
Perry	4,456	4,865
Pike	4,266	4,617
Porter	10,931	11,188
Posey	5,409	5,829
Pulaski	3,464	3,654
Putnam	6,084	6,344
Randolph	8,420	8,707
Ripley	5,122	5,478
Rush	5,652	5,863
St. Joseph	57,762	59,122
Scott	3,160	3,358
Shelby	8,516	8,889
Spencer	4,224	4,576
Starke	4,233	4,489
Steuben	5,028	5,221
Sullivan	7,378	7,832
Switzerland	2,191	2,341
Tippecanoe	19,455	19,954
Tipton	4,569	4,701
Union	1,870	1,938
Vanderburgh	45,643	47,644
Vermillion	6,014	6,297
Vigo	31,937	33,512
Wabash	8,532	8,787
Warren	2,511	2,618
Warrick	5,962	6,390
Washington	4,539	4,907
Wayne	19,677	20,120
Wells	5,939	6,123
White	5,465	5,675
Whitley	5,606	5,785
IOWA		780,969
Adair	3,745	3,873
Adams	2,687	2,767
Allamakee	4,376	4,577
Appanoose	6,011	6,354
Audubon	3,411	3,513
Benton	6,711	6,897
Black Hawk	28,649	29,204
Boone	8,210	8,412
Bremer	5,364	5,535
Buchanan	5,562	5,758
Buena Vista	6,348	6,451
Butler	5,150	5,315
Calhoun	5,061	5,170
Carroll	6,227	6,348
Cass	5,765	5,943
Cedar	5,081	5,244
Cerro Gordo	13,453	13,798
Cherokee	4,957	5,063
Chickasaw	4,177	4,329
Clarke	2,901	3,044
Clay	5,403	5,491
Clayton	6,439	6,700
Clinton	14,491	14,847
Crawford	5,524	5,695
Dallas	7,385	7,582
Davis	2,947	3,138
Decatur	3,554	3,749
Delaware	4,864	5,020
Des Moines	12,577	13,047
Dickinson	3,831	3,913
Dubuque	18,021	18,540
Emmet	4,001	4,138
Fayette	8,081	8,340
Floyd	6,259	6,419
Franklin	4,740	4,867
Fremont	3,763	3,883
Greene	4,677	4,787
Grundy	4,165	4,224
Guthrie	4,669	4,833
Hamilton	5,905	6,025
Hancock	4,243	4,330
Hardin	6,910	7,073
Harrison	5,607	5,902
Henry	5,130	5,338
Howard	3,591	3,748
Humboldt	3,790	3,875
Ida	3,235	3,301
Iowa	4,553	4,689
Jackson	5,272	5,486
Jasper	9,560	9,825
Jefferson	4,715	4,911
Johnson	11,491	11,871
Jones	5,267	5,452
Keokuk	5,237	5,421
Kossuth	6,979	7,165
Lee	12,378	12,934
Linn	31,213	32,013
Louisa	3,272	3,401
Lucas	3,812	3,963
Lyon	3,968	4,086
Madison	3,965	4,152
Mahaska	7,588	7,888
Marion	7,309	7,543
Marshall	10,544	10,781
Mills	3,477	3,622
Mitchell	3,969	4,117
Monona	4,586	4,817
Monroe	3,452	3,615
Montgomery	4,925	5,051
Muscatine	9,705	10,036
O'Brien	5,581	5,689
Osceola	2,850	2,926
Page	6,898	7,141
Palo Alto	4,257	4,371
Plymouth	6,359	6,549
Pocahontas	4,407	4,483
Polk	68,519	70,060
Pottawattamie	19,929	20,630
Poweshiek	5,398	5,531
Ringgold	2,931	3,066
Sac	5,144	5,260
Scott	28,932	29,583
Shelby	4,349	4,479
Sioux	7,035	7,275
Story	11,983	12,178
Tama	6,463	6,636
Taylor	3,888	4,054
Union	4,823	5,003
Van Buren	3,457	3,609
Wapello	14,067	14,562
Warren	5,121	5,345
Washington	5,821	6,038
Wayne	3,808	3,963
Webster	12,745	13,072
Winnebago	3,714	3,805
Winneshiek	5,682	5,888
Woodbury	30,272	31,273
Worth	3,115	3,201
Wright	5,944	6,059
KANSAS		587,647
Allen	5,584	6,004
Anderson	3,042	3,314
Atchison	6,016	6,313
Barber	2,584	2,709
Barton	8,534	8,871
Bourbon	5,949	6,424
Brown	4,669	4,899
Butler	9,304	9,794
Chase	1,469	1,568
Chautauqua	2,268	2,455
Cherokee	7,541	8,188
Cheyenne	1,607	1,704
Clark	1,162	1,231
Clay	3,768	3,917
Cloud	4,877	5,128
Coffey	3,180	3,412
Comanche	1,182	1,236
Cowley	11,094	11,641
Crawford	12,878	13,642
Decatur	1,897	2,012
Dickinson	6,648	6,896
Doniphan	3,083	3,294
Douglas	8,913	9,362
Edwards	1,802	1,899
Elk	2,082	2,231
Ellis	4,603	4,861
Ellsworth	2,556	2,662
Finney	4,067	4,350
Ford	5,787	6,034
Franklin	6,024	6,375
Geary	5,846	6,045
Gove	1,083	1,175
Graham	1,345	1,467
Grant	1,220	1,292
Gray	1,325	1,398
Greeley	537	569
Greenwood	4,088	4,382
Hamilton	1,002	1,075
Harper	3,202	3,349
Harvey	6,343	6,594
Haskell	711	749
Hodgeman	868	919
Jackson	3,351	3,603
Jefferson	3,281	3,539
Jewell	2,967	3,173
Johnson	18,146	18,746
Kearny	923	961
Kingman	3,011	3,160
Kiowa	1,435	1,493
Labette	8,809	9,361
Lane	775	804
Leavenworth	10,464	10,992
Lincoln	2,034	2,134
Linn	3,052	3,354
Logan	1,139	1,214
Lyon	8,009	8,413
McPherson	6,978	7,276
Marion	4,779	5,020
Marshall	5,539	5,806
Meade	1,573	1,670
Miami	5,352	5,718
Mitchell	3,021	3,180
Montgomery	14,444	15,448
Morris	2,609	2,752
Morton	743	808
Nemaha	4,038	4,251
Neosho	6,210	6,635
Ness	1,813	1,925
Norton	2,501	2,718
Osage	4,011	4,272
Osborne	2,648	2,779
Ottawa	2,327	2,421
Pawnee	2,659	2,778
Phillips	2,843	3,028
Pottawatomie	3,583	3,787

(Continued on page 80)

WSLS-NBC

in

Roanoke and

Western Virginia

now

represented by

AVERY-KNODEL, INC.

610 KC ◇ 1,000 WATTS

Midnight disc show draws mail response

(female response, too)

from 30 states

For a *low*-cost show with *high* response.. in a Midwest market with a terrific sales potential.. get the details on "Fisher 'Til One," the WOWO record-and-news program that holds a big audience nightly from 11:15 to 1:00.

Bill Fisher's unusual slant draws letters from men and women in 30 states, at a rate of more than a thousand a week. One recent offer, for example, drew well over two thousand replies, of which some 60 percent came from communities *outside* Fort Wayne.

In addition to a varied musical bill of fare, Bill features tape-recorded interviews with all sorts of interesting personalities, from state governors to bootblacks. And every half-hour, he halts the proceedings for two minutes of late news.

This, briefly, is the formula that keeps the "Fisher 'Til One" audience growing. It's a formula that can **sell** for you in WOWO's widespread territory! Check with WOWO or Free & Peters.

WOWO FORT WAYNE

NBC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc

KYW • KDKA • KEX • WBZ • WBZA • WOWO • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

RADIO HIGHLIGHTS OF 1951

As Reported In BROADCASTING • TELECASTING

(Television Highlights of 1951 are on page 75)

Jan. 1—Total radio time sales in 1950 (after trade deductions but before agency commission deductions) were $448,198,000, up 5.4% over sales in 1949. Dr. Kenneth H. Baker, NAB research director, estimates. But operating costs were $376.8 million in 1950, also up 5.4% over 1949.

Jan. 1—NBC decides to shelve proposal to reduce nighttime radio rates in TV markets, after majority of affiliates express opposition.

Jan. 1—Pulse Inc. survey for Free & Peters finds radio is America's principal news source.

Jan. 1—FCC announces new antenna construction and marking rules, effective Feb. 15, to reduce alleged hazards to air traffic.

Jan. 4—William B. Ryan, NAB general manager, elected president of Broadcast Advertising Bureau at $36,000 salary first year, $40,000 the second and $50,000 the third.

Jan. 15—Upsurge of new business on major radio networks accounts for sales of 15 hours and 35 minutes per week of regular schedules plus 10¼ hours of short-term campaigns.

Jan. 15—FCC orders all stations to fill out detailed questionnaire on horse race information they broadcast.

Jan. 22—BROADCASTING • TELECASTING YEARBOOK estimates 1950 radio time sales at $453.6 million, compared with $425.4 million in 1949.

Jan. 22—William S. Paley, CBS chairman of board, named chairman of government Materials Policy Commission.

Jan. 22—Musicians union presents demands to key stations of radio networks that include ban on all recorded music between 8 a. m. and midnight, 50% pay increase.

Jan. 23—New McFarland bill (S 658) to streamline FCC procedures introduced in Senate.

Feb. 5—NAB structure overhauled, becomes National Assn. of Radio and Television Broadcasters, names Justin Miller, ex-NAB president, chairman of combined board composed of autonomous 25-man radio and 13-man TV boards.

Feb. 16—Glen McDaniel, vice president of RCA, elected president of Radio-Television Manufacturers Assn.

Feb. 26—Procter & Gamble first among radio network advertisers for 1950, spending $15.5 million; Miles Labs second with $7.89 million; General Mills third with $7.82 million, according to B•T analysis of Publishers Information Bureau reports.

Mar. 1—Edgar Kobak elected chairman of board of Broadcast Advertising Bureau.

Mar. 5—NBC's gross income in 1950 was $92 million, 27% bigger than year before; the increase entirely due to TV.

Mar. 10—Alfred I. duPont Memorial Awards go to NBC-TV Commentator John Cameron Swayze, WFIL-TV Philadelphia and WAVZ New Haven.

Mar. 19—Assn. of National Advertisers issues second report claiming TV has cut into radio evening time values by as much as 60%.

Mar. 26—CBS gross radio network billings in 1950 were $70.7 million, up 12% over 1949, according to CBS annual report.

Apr. 2—Harold Fellows, manager of WEEI Boston, elected president of NARTB.

Apr. 12—CBS, in stock exchange, acquires Hytron Radio & Electronics Corp., which makes radio and TV sets, subject to stockholder approval.

Apr. 13—CBS, in surprise move, announces reductions of 10-15% in radio network rates effective July 1.

Apr. 16-19—CBS rate reduction and probable repercussions dominate discussion at annual NARTB meeting at Chicago's Stevens Hotel, although subject isn't on agenda.

Apr. 18—Some 700 officials of network-affiliated stations, all in Chicago for annual NARTB convention, hold spontaneous meeting to protest CBS rate cut and urge other networks not to follow suit. Meeting ends with election of Paul W. Morency, WTIC Hartford, as chairman of Affiliates Committee charged with staving off further rate cuts and with restoring equilibrium to radio.

May 3—NBC announces it will cut its radio network rates 10-15%, following CBS pattern.

May 18—ABC announces it will cut its radio network rates 15% between 1 p. m. and 10:30 p. m.

May 22—President Truman reappoints Wayne Coy to seven-year term on FCC.

May 23—ABC and United Paramount Theatres enter merger agreement, subject to FCC approval, in $25 million deal. As part of transaction, CBS would acquire UPT's WBKB (TV) Chicago for $6 million.

May 28—George A. Richards, chairman of board of WJR Detroit, WGAR Cleveland, KMPC Los Angeles, dies in Detroit.

May 29—Mutual completes round of radio network rate cuts by announcing extra 10% discount on afternoon and evening time, plus cut in Sunday afternoon rate.

May 31—Sen. William Benton introduces bill to set up National Citizens Advisory Board for Radio and Television, to "advise" FCC on program standards.

June 1—U. S. Court of Appeals rules that Transitcasting deprives bus and street car passengers of liberty without due process of law.

June 10—U. S. Census Bureau reports 40,093,000 of the 42,520,000 U. S. homes have radios—95.6% saturation.

June 11—President Truman nominates FCC Comr. Frieda B. Hennock to New York federal judgeship.

June 22—ABC reorganized into four divisions—ABC Radio Network, ABC Television Network, ABC Owned Radio Stations and ABC Owned Television Stations, each headed by vice president.

June 22—NBC announces new code of radio and television broadcast standards, specifying, among other things, limits on commercial messages.

July 12—ABC-United Paramount Theatres merger approval asked of FCC.

July 16—CBS reorganized into six divisions, with presidents heading each: CBS Radio Division, Howard S. Meighan; CBS Television Division, J. L. Van Volkenburg; CBS Laboratories Division, Adrian Murphy; CBS-Columbia Inc., David H. Cogan; Columbia Records Inc., James B. Conkling; Hytron Radio & Electronics Corp., Bruce A. Coffin.

July 30—B•T TRENDS survey finds local spot radio volume hitting new highs; on the average it was 14.1% bigger in May, 1951, than in May, 1950.

Aug. 6—Ford Foundation creates Television-Radio Workshop, financed by

(Continued on page 46)

THE BRANHAM COMPANY

representing

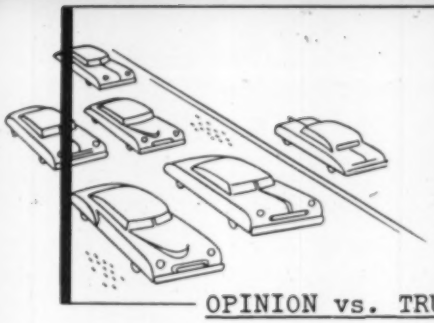
CHICAGO
NEW YORK
DETROIT
DALLAS
ATLANTA
CHARLOTTE
ST. LOUIS
MEMPHIS
SAN FRANCISCO
LOS ANGELES

RADIO

WABB	Mobile, Ala.
KTHS	Hot Springs, Ark.
KFMB	San Diego, Calif.
WGBA	Columbus, Ga.
WNEX	Macon, Ga.
WTPS	New Orleans, La.
KWKH	Shreveport, La
WTBO	Cumberland, Md.
WRBC	Jackson, Miss.
KOB	Albuquerque, N. M.
WCPO	Cincinnati, Ohio
WDEF	Chattanooga, Tenn.
WTJS	Jackson, Tenn.
WNOX	Knoxville, Tenn.
WMC	Memphis, Tenn.
KFDA	Amarillo, Texas
KRIC	Beaumont, Texas
KWBU	Corpus Christi, Texas
KAND	Corsicana, Texas
KRLD	Dallas, Texas
KMO	Tacoma, Wash.
KIT	Yakima, Wash.
WCHS	Charleston, W. Va.
WBLK	Clarksburg, W. Va.
WSAZ	Huntington, W. Va.
WPAR	Parkersburg, W. Va.

TELEVISION

KFMB-TV	San Diego, Calif.
KOB-TV	Albuquerque, N. M.
WCPO-TV	Cincinnati, Ohio
WEWS	Cleveland, Ohio
WMCT	Memphis, Tenn.
KRLD-TV	Dallas, Texas



NEWS and VIEWS ON AUTOMOBILES

OPINION vs. TRUTH ABOUT NEW CAR DEALERS

Washington, D. C. -- We Asked for It. Recently, we commissioned Elmo Roper's famous firm to ask the American people about a subject close to our hearts: the opinions of Americans about new car dealers. They had been, you may remember, the topic of a lot of loose talk during the difficult years of world war and automobile shortages, to say the least.

And We Got It. In due course, as editors like to say to hopeful contributors, the results came back -- tastefully bound in light blue, and emblazoned with an impressive title: "Attitudes of the American People Toward New Car Dealers." Well, some of the opinions were good, some were bad. We hadn't expected them all to be good. We read them with the greatest interest, all the same, as you can imagine.

What Did They Mean? We found, to put it briefly, that while our reputations as new car dealers were pretty good among people who'd had some experience of dealing with us, many American families took a dim view of us. In the words of the man who analysed the survey results, dealer public relations "left a good deal to be desired." But the analysis showed that some of the poor opinions were based on hearsay evidence. In that degree, they were misconceptions about us.

So What Did We Do? Well, for one thing, we didn't echo the words of a famous 19th century industrialist, who roared: "The public be damned!" We were disturbed. So we set out to correct practices, where we could -- and to intensify our public relations effort to correct as many as possible of those misconceptions about us. We wanted to throw some new light on the new car dealer -- a man who is, after all, one of our trustworthy businessmen, a man of integrity who cares about his community's welfare (witness the millions of dollars' worth of cars lent to high school driving classes and safety demonstrations by dealers).

And How Do We Do It? We believe that the proper approach to our problem is a local approach -- one for the community new car dealer, with all the help we can give him, and all the help we can give you to give him. To help with that effort, we've put together a kit -- a portfolio of facts, ideas, suggestions, case histories, copy approaches, program outlines, spot guides. These kits are being sent, not to dealers, but to radio and television station personnel and newspaper people who are concerned with dealer advertising.

Would You Like One? If you haven't received one of these kits, maybe you'd like to have one. Let us know. We think it will be helpful to you -- and thus to our dealers who need to tell their true story in the best way.

---

one of a series from the National Automobile Dealers Association—
Any material contained herein may be reproduced without permission.

for further information or research material on New Car Dealers write or phone

Director of Public Relations, N.A.D.A. 1026 17th St. N.W. Washington 6, D. C. Republic 6946

Only ONE Station

DOMINATES

This

Rich, Growing

15-COUNTY MARKET

With

1950 PER CAPITA EFFECTIVE BUYING INCOME OF $745.00*

*Sales Management, 1951 Survey of Buying Power

WSJS

The Journal Sentinel Station

AM-FM

WINSTON-SALEM

NBC Affiliate

ASSOCIATED Tulsa Broadcasters made the slogan, "Wherever You Go, There's Radio," literally true during Tulsa radio week, Dec. 2-8. Six stations went all out in a mutual promotion effort to stimulate radio listening and timebuying. High spot was talk by Dr. Forrest L. Whan, research consultant. Head table guests included (l to r) W. G. Skelly, KVOO owner; Bill Johnston, executive secretary, ATB; Dr. Whan; Bob Jones, KRMG general manager; William B. Way, KVOO vice president-general manager; Dr. John E. Brown, president, John Brown U., which just bought KOME; Jim Neal, KAKC general manager; Dr. C. I. Pontius, U. of Tulsa president; Bud Blust, KTUL commercial manager, and Lawson Taylor, KFMJ general manager.

CANDY SUIT

Settlement Is Delayed

SUIT BROUGHT against Breaker Confections Inc., Chicago candy manufacturer, by ABC and M. and M. Ltd., Newark candy maker, may not be settled for two years because of a crowded federal district court docket, although a temporary restraining order was granted. Court stopped Breaker Confections from using the figure of a clown jumping through a hoop on a bag of candy called "Super Circles."

ABC and M. and M. charge unfair trade practices. ABC carries a network TV show, *Super Circus*, which features a clown and a hoop. M. and M. is co-sponsor of the weekly show. The case was not based on violations of trademark registration, as provided for in the Lanham Act.

Judge Walter J. LaBuy of Federal District Court admitted unique court evidence by permitting the showing of a *Super Circus* kinescope, adding it was the "most enjoyable" evidence he'd yet seen in a court.

Walter Emerson, ABC Chicago attorney, and Rogers and Woodson, Chicago law firm, are handling the case for ABC and M. and M., Milton J. Sabath for Breaker.

Likes Losing Business

KFLD Floydada, Tex., likes to "lose business" this successful way. Station had broadcast just two spots for the local Cone cotton gin and three for the Barwise gin when emergency phone calls put a stop to further scheduling. Within two hours after the first spot, over 600 wagons loaded with West Texas cotton bales had rolled up to the two plants and swamped available facilities.

ALASKAN MARKET

KFAR, KENI Cite Increases

MIDNIGHT Sun Broadcasting Co. (KFAR Fairbanks and KENI Anchorage, Alaska) reported last week both national spot and network accounts are at the highest level in the history of the company. Among factors responsible for the upsurge in national business are great government defense expenditures now being poured into the Fairbanks and Anchorage areas and a resultant heavy increase in both population and general business activity in both markets, firm said.

KFAR and KENI are affiliated with NBC, ABC and Mutual-Don Lee and many advertisers placing programs on these networks in the states are now adding KFAR and KENI to their list, firm stated. Examples in recent weeks are NBC's *Halls of Ivy* (Joseph Schlitz Brewing Co.); ABC's Walter Winchell (Richard Hudnut); NBC's *Phil Harris and Alice Faye Show* (RCA Victor); NBC's *Mario Lanza Show* (Coca-Cola); ABC's *This is Your FBI* (Equitable Life Assurance) Mutual's *Man on the Farm* (Quaker Oats) and ABC's *Richard Diamond* (Camels).

New national spot accounts buying KFAR and KENI include A. Schilling & Co., Miller's Brewing Co., Superior Biscuit Co., Anheuser Busch Inc., Pacific Northern Airlines, Albers Milling Co., Coleman Lamp & Stove Co. and Borden's Starlac.

Due to the fact Alaska produces very little in the way of consumer goods, practically everything consumed there carries a national brand label and is shipped in from the states. Because of Alaska's boom-time market, Midnight Sun predicts a continuing upsurge in national spot and network business for 1952.

Radio Highlights

(Continued from page 44)

$1.2 million grant, to produce cultural-educational programs for broadcast on commercial stations.

Aug. 23-24—First NARTB district meeting of 1951 (District 4) at Roanoke, Va., protests network rate cuts.

Aug. 24—NARTB analysis shows 75% of all radio stations made profit in 1950, as compared with 67% year before.

Aug. 27—Special A. C. Nielsen study done for BT shows morning radio listening in 1951 is bigger than ever.

Aug. 27—FCC sets ABC-United Paramount Theatres merger application for consolidated hearing with Paramount Pictures-DuMont license renewals at unscheduled date, apparently intending to explore whole question of movie interests in broadcasting.

Sept. 17—B•T Trends survey reports business volume on radio stations will be 14.53% bigger in fall of 1951 than in fall of 1950.

Sept. 24—New Jersey Superior Court issues precedent-setting opinion that the Bill of Rights provisions protecting freedom of speech and press apply to broadcasting.

Oct. 5—NBC announces new radio Economic Plan, including rate revisions, realignment of basic stations, freedom of choice for advertiser in how many (or how few) markets to use.

Oct. 8—U. S. Dept. of Commerce reports average income of radio-TV employes is highest in all U. S. industry.

Oct. 15—Radio-TV properties of General Tire & Rubber Co. and R. H. Macy & Co. will merge. Radio properties: WOR New York, WNAC Boston, WEAN Providence, WONS Hartford, KHJ Los Angeles, KFRC San Francisco and KGB San Diego. TV properties: WOR-TV New York, WNAC-TV Boston, KHJ-TV Los Angeles.

Oct. 31—After Senate Judiciary Committee pigeonholes her nomination as federal judge, FCC Comr. Frieda B. Hennock announces she will stay on FCC, declines offer of interim appointment by President.

Nov. 8—Affiliates Committee criticizes NBC Economic Plan, says it will turn its guns on any similar plan that crops up.

Nov. 15—NBC marks 25th anniversary.

Nov. 19—NBC announces it will guarantee circulation of some programs, with money back to advertisers if promised number of advertising impressions not delivered.

Nov. 26—CBS Radio President Howard S. Meighan says re-evaluation of network radio rates is premature and "dependent on obsolete data."

Nov. 29—FCC renews licenses of Richards stations, WJR Detroit, WGAR Cleveland, KMPC Los Angeles, ending three-year case that started when stations were charged with slanting news.

Nov. 30—NBC Affiliates at annual convention vote 3-1 urging network to delay putting new rate formula into effect until question thoroughly researched.

Dec. 10—CBS Radio announces new radio network selling policies; will let sponsors use reasonable minimum of affiliates provided programs made available in other markets for sale to non-competitive advertisers; substitutes dollar volume discounts for station hour discounts.

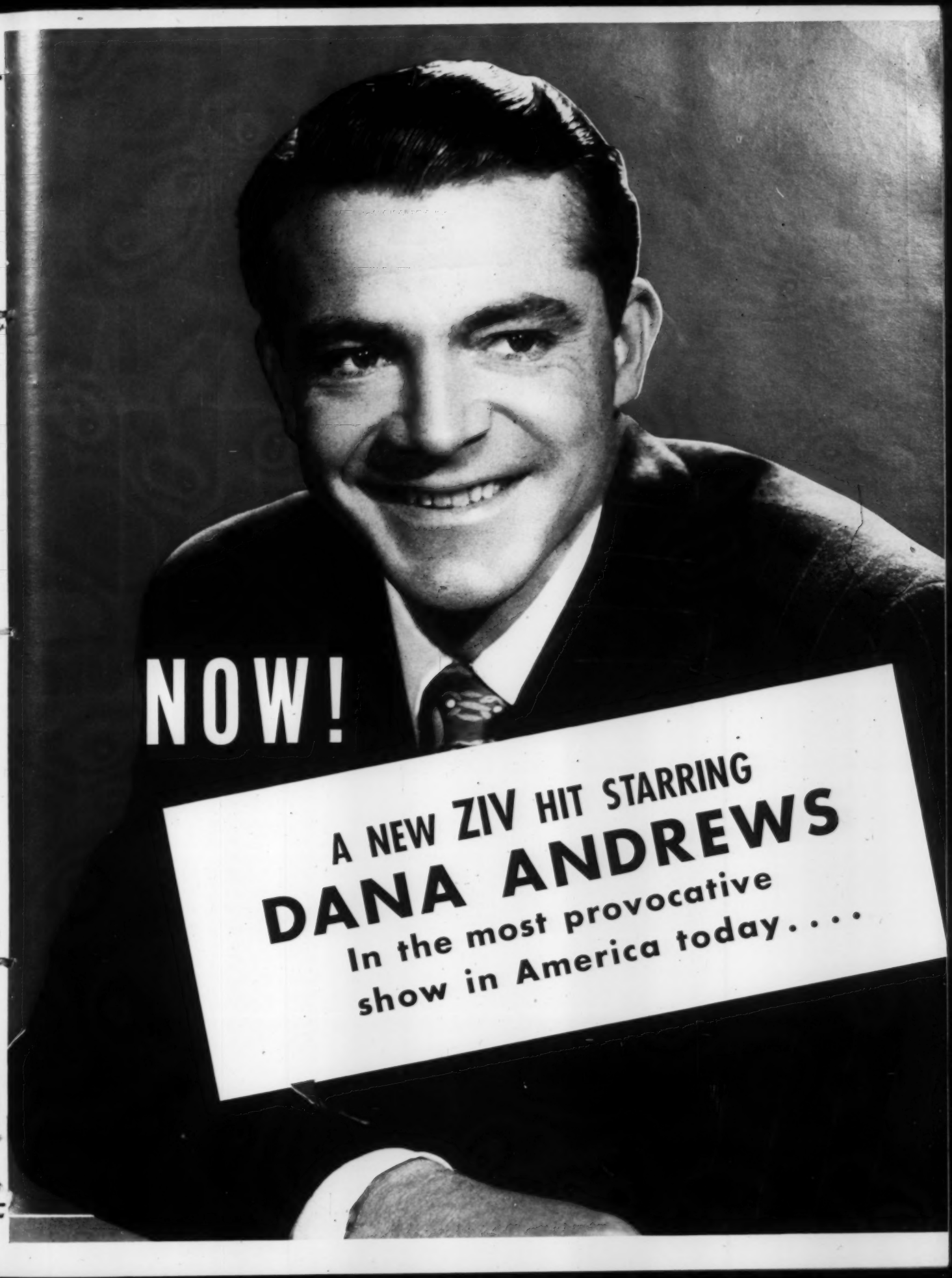
Dec. 11—Louis G. Caldwell, dean of radio law, dies in Washington at 60.

Dec. 17—B•T reports the FCC is looking into network radio rate plans to see whether the networks are building up TV at radio's expense.

Dec. 24—A B•T special year-end survey finds radio business prospects for 1952 are best in history. AM stations believe total billings in first quarter of 1952 will be 12.65% bigger than in first quarter of 1951.

Dec. 31—A projection of new U.S. Census Bureau figures shows 42,427,000 radio homes in the U.S. as of Jan. 1, 1952.

SIGHTMASTER Corp., New Rochelle, N. Y., reported net profit for fiscal year ending Sept. 30 of $60,243.93 before taxes.


NOW!
A NEW ZIV HIT STARRING
DANA ANDREWS
In the most provocative
show in America today....

ZIV *Rocks* THE IN

WITH THIS SENSATIONAL NE

40,000,000
AROUSED AMERICANS
were jolted by this sensational series in the Saturday Evening Post! . . .

Additional millions of
ALERTED CITIZENS
were awakened by it as a "Must See" movie! . . .

NEVER BEFORE in the history of radio has such a thrilling document been so brilliantly dramatized! . . .

"I WAS

COMMU

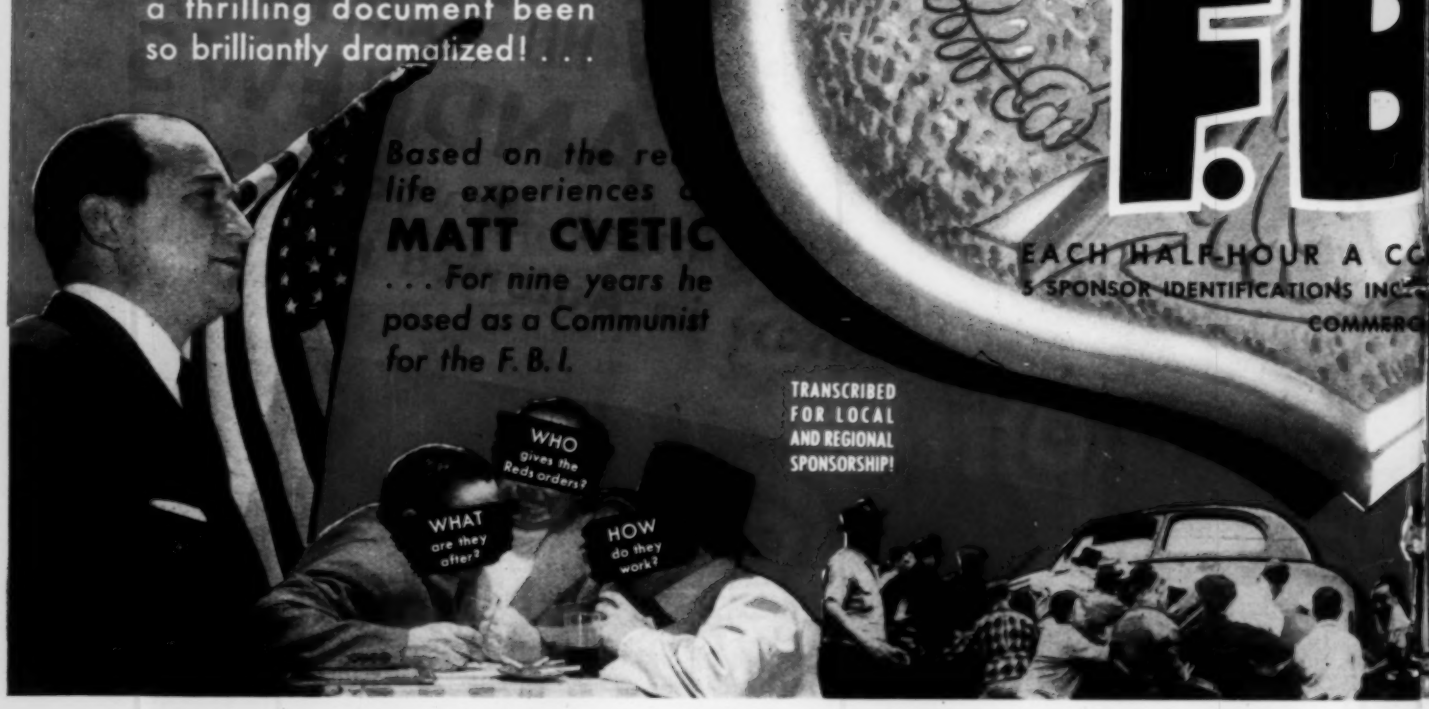
FOR TH

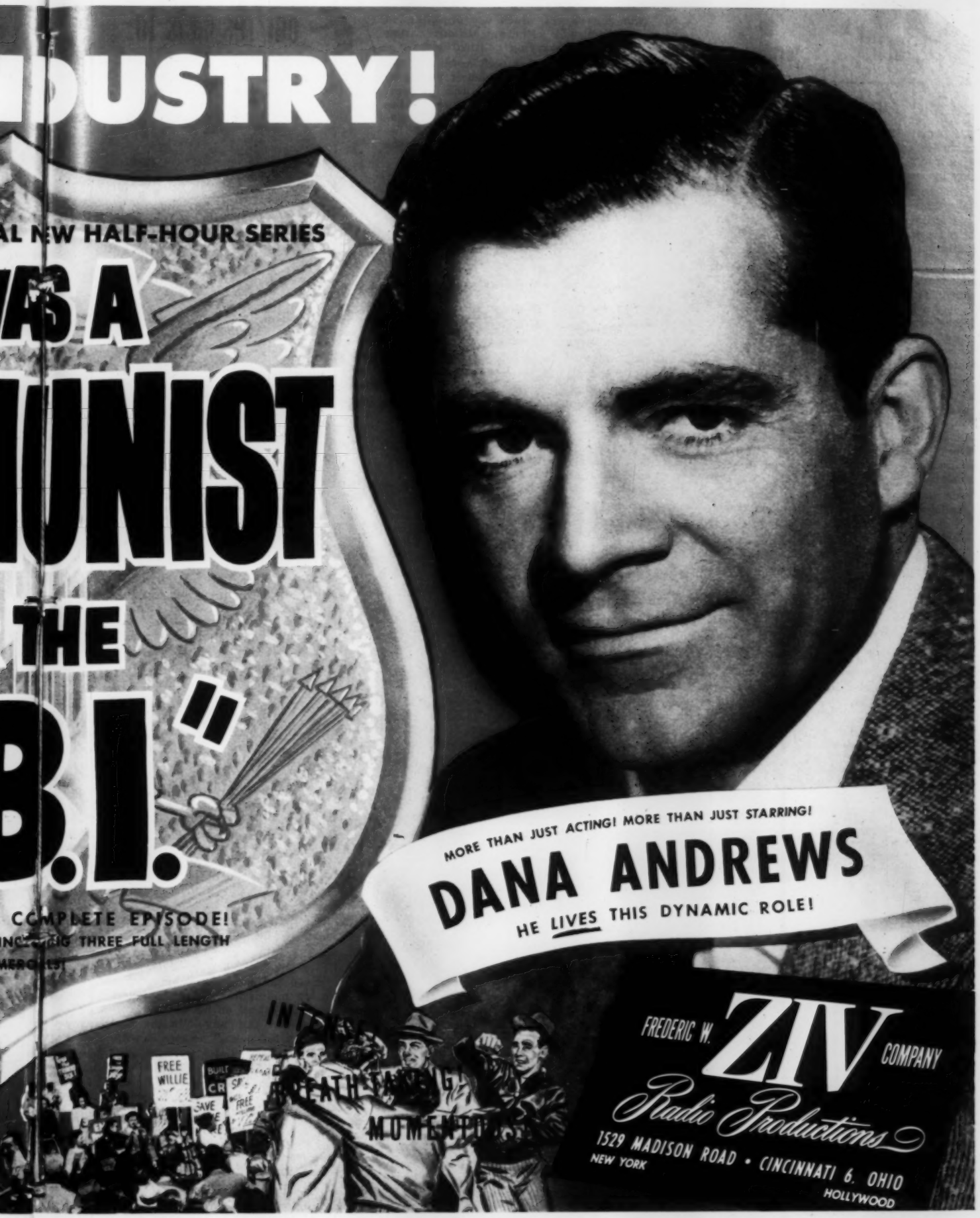
F.B.

EACH HALF-HOUR A COM
5 SPONSOR IDENTIFICATIONS INC
COMMERCI

Based on the re life experiences MATT CVETIC . . . For nine years he posed as a Communist for the F. B. I.

TRANSCRIBED FOR LOCAL AND REGIONAL SPONSORSHIP!




DUSTRY!
AL NEW HALF-HOUR SERIES
AS A
UNIST
THE
B.I."
COMPLETE EPISODE!
MORE THAN JUST ACTING! MORE THAN JUST STARRING!
DANA ANDREWS
HE LIVES THIS DYNAMIC ROLE!
FREDERIC W. ZIV COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK
HOLLYWOOD
FREE WILLIE

editorial

See America First

FROM April 1950 through 1951 radio was being written off the map by a lot of Madison Avenue heavy thinkers who can plot a nation's destiny by surveying opinion at a single table at *21*.

They figured out a campaign that forced sizable radio rate reductions in mid-1951 and doubtless are still at work on future efforts of similar purpose.

Some new information from the U.S. Census Bureau may, however, render their plans more difficult. The Bureau says that since it counted noses in April 1950, the number of U.S. households has increased from 42,856,051 to 44,380,000 as of Jan. 1, 1951. By the most conservative projection, that means that the number of radio homes now stands at 42,427,000.

That's about 2,300,000 more radio homes than the Bureau reported in a preliminary estimate of its April 1950 census. Actually, the increase is unquestionably bigger. The RTMA says that more than 13 million radio receivers have been made since the census was taken and certainly not all of them were replacements.

There must be something wrong here. While the Madison Avenue experts were observing radio's decline and fall, radio was really growing bigger and healthier every day.

It's a long way from the *21* Club to America. We think maybe some of *21's* customers ought to try to make the trip.

The Radio-TV Elections: I

IT IS NOT difficult to understand why some newspapers have already begun to object, on a high, ethical and intellectual plane, of course, to the networks' sales of political convention coverage to sponsors.

In a way, we don't blame the newspapers for being worried about these financial arrangements, which will provide rather large funds to pay for elaborate coverage. If we were competing with radio and television in covering the forthcoming political events, we'd be awfully worried too.

In past political years it's been tough enough for newspapers to compete with radio alone. (Franklin D. Roosevelt, a great radio voice, was repeatedly reelected despite a predominance of newspaper opposition.) Now that television has been established, the newspaper will find the rivalry even more taxing.

Now of course the newspapers are not bringing up matters of this kind in their arguments against broadcast sponsorship. They are objecting because they say that commercial radio-TV broadcasts will somehow degrade the serious business of selecting Presidential candidates and lead to biased reporting.

We fail to see how either of these objections can be entertained seriously. To begin with, the networks are veterans at handling political coverage, and the record will show that over many years they have carried it off with as much impartiality as was humanly possible.

As to the chance of bias in selecting candidates for appearance on the air, there isn't any, or at least so little that it is not worth considering. Federal law *compels* broadcasters to give equal treatment to all.

The fact that broadcasts will be sponsored does not in any way detract from the public usefulness they will serve. We do not imagine that the newspapers which are objecting to commercialism will withdraw all advertising from the editions carrying political news.

The plain truth is that both radio and the remarkable reporting instrument of television will be of more importance in this political year than the press will be. That is simply because, as mechanical devices, they are fundamentally superior to the press and also because several advertisers will help provide the big money it takes to do a thorough job.

No matter how thick a smoke screen of fake ethics the press may try to blow up, the U. S. public in 1952 will get the best and clearest look at national political campaigning it ever got in all the history of this democracy.

Rule Britannia

HAVING troubles of their own, our good friends, the British, and our good neighbors, the Canadians, have slowed down their generation-old campaign to "BBC-ize" world broadcasting. Indeed, there are signs that the British, due to their economic plight, might go partially commercial, following the dual pattern in Canada and other British dominions.

The new Churchill government, according to informed reports, intends to remedy this. Most significant is the presence on the Churchill cabinet of Selwyn Lloyd as the new minister of state. He is the legislator who, after a survey of radio-TV activities in the United States last year (we had the pleasure of supplying him with considerable data), submitted a minority report to that of the so-called Beveridge Committee. Whereas the majority report recommended continuance of the BBC monopoly, Mr. Lloyd urged commercial competition for BBC.

Of more immediate concern are the antics of the Canadian government-control advocates. In Canada there's the incongruous situation wherein the state-controlled CBC operates the main commercial stations and networks and, at the same time, regulates the privately-owned stations—its competitors. CBC takes the pick of the U. S. network radio programs through a central control board. It proposes to do the same thing in television—doling out to itself the first channels, with no provision for private operators to enter TV at all.

The absurdity of the Canadian position is reflected in a recent debate in Parliament. Socialist Leader M. J. Coldwell said that to let private interests develop television would be "a punishment on the Canadian people." He was convinced Canadians would rather wait "than have the kind of television inflicted on them that they have in the United States."

That calumny should not go unchallenged. If that is so, then why are plans being pursued posthaste to interconnect Toronto and Montreal with Buffalo?

The obvious answer is that the CBC, as both operator and regulatory authority, wants to follow in TV the pattern it has used so successfully in radio. It will pipe in the pick of the programs of the four U. S. TV networks—those same programs abhorred by Socialist Coldwell. The top-rated radio programs in Canada are the U. S. network programs. And so it will be in TV.

We are not trying to mind Canada's business, but the very term democracy connotes free enterprise. Apparently there's no intention to have free enterprise in Canada television, since there's no provision to allot channels to free enterprise broadcasters, ready, willing and able to risk their capital, even in competition with the state-controlled CBC.

our respects to:

HENRY BREVARD CLAY

IT IS A BASIC assumption with Henry Brevard Clay, general manager of KWKH Shreveport, La., that radio is the greatest advertising medium in the world per dollar spent.

And, Mr. Clay adds, he will include television along with any other medium in the comparison.

"People in radio," he says, "do not realize the value of the medium, simply because of its acceptance; acceptance by those who direct and use it, and by the public. It is accepted without thought or comment.

"But the power of radio is greater by far than the public realizes. It has been only recently that national surveys have begun to show station operators the tremendous selling power of radio.

"Nine times out of 10, if a person cannot remember 'where he heard it,' he heard it on radio. It is the subconscious effect of radio that makes its message remembered and therefore a vital, selling force."

Belief in radio is but one of two precepts which have motivated and guided Mr. Clay's radio career. The second precept has been the strict observance of sound business principles.

"The first thing I learned in radio," he recalls, "was the fact of general inefficiency in radio operation. Drawing a line between 'talent' and office personnel has been one of my major targets. The two don't mix."

Even at the comparatively young age of 33, Mr. Clay has a well-founded right to discuss sound business principles. He began learning about business principles 22 years ago.

Henry Clay was born in Atlanta, Dec. 9, 1918. Came 1929 and young Henry, one of 10 children, got a realistic lesson about the basic economics of life.

At age 11 he began delivering 250 copies daily of the *Atlanta Constitution*. Saturdays he earned $2.50 additional by working from 6 a. m. to midnight in a chain grocery store. From high school on he worked summers for the telephone company—"In the manholes as well as on the poles," he recalls with a smile.

High school behind him, he worked for the phone company a full year to set aside money for furthering his education. With that money, and a partial scholarship, he enrolled at Vanderbilt U., in Nashville.

Scholarship students are required to maintain an A-B average which Mr. Clay did in his economics and history course. That in itself is a time-consuming task but Mr. Clay had enough

(Continued on page 57)

into a million homes...

"this is WFAA ... Dallas"

A million voices selling throughout Radio Southwest*

Your product story is told in over a million homes—not only in the concentrated Dallas-Ft. Worth metropolitan area, but in 171 counties of Texas, Oklahoma and Arkansas—told to an audience with a spendable income of better than $7 billion.

Coverage in the .5MV M Contours:

WFAA-820 (50 KW)
116,000 Square miles,
1,143,000 Radio homes.

WFAA-570 (5 KW)
95,214 Square miles,
964,000 Radio homes.

*Radio Southwest: primary coverage area of WFAA-820 WFAA-570

Radio Service of the Dallas Morning News

Martin B. Campbell, Gen'l Mgr.

NBC - ABC - TQN Affiliates

Edward Petry & Co., Inc., National Representatives

30 Years
of
Fitting a Medium
to a Market
WSYR ACUSE
NBC AFFILIATE
Covers ALL
of the Rich
Central N.Y. Market
Write, Wire, Phone
or
Ask Headley-Reed

30 Years
of
Fitting a Medium
to a Market
WSYR ACUSE
NBC AFFILIATE
Covers ALL
of the Rich
Central N.Y. Market
Write, Wire, Phone
or
Ask Headley-Reed

OPS COMPLIANCE

Firms to Be Checked

"IMMEDIATE" compliance will be sought of manufacturers who failed to file proposed new price ceilings under the Dec. 19 deadline, OPS Director Edward Morgan said last Wednesday.

The deadline applied to producers subject to GPR 22, who were required to submit data on Form 8 in compliance with OPS instructions. Radio-TV set makers were exempt pending issuance of tailored directives early this year [B•T, Dec. 31, 10, Nov. 19, 1951].

Mr. Morgan also noted that manufacturers of a fairly wide range of products had been given the option of continuing to price under general price regulations. No deadline was set for applications of producers who wish to take advantage of the so-called Capehart formula for advertising and other cost allowances.

The allowance amendment, sponsored by Sen. Homer E. Capehart (R-Ind.), enables manufacturers to include the cost of advertising, selling, administration and research, plus labor and materials costs, in computations looking toward revised ceiling prices.

Mr. Morgan said plans are under study for a compliance survey and that non-complying firms will be faced with injunctive actions in U. S. district courts.

OPS has received only 120,000 Form 8 applications thus far and said between 5,000 and 10,000 had failed to file by the deadline. These firms, OPS added, "have not established legal ceiling prices for their commodities."

'AD WOMAN' JUDGES

Three Named to Panel

PANEL of judges to select the 1952 Advertising Woman of The Year was announced last week by Helen Corathers, chairman of the council on Women's Advertising Clubs and vice president of the Advertising Federation of America, which sponsors the award.

Judges are Clarence Francis, Board chairman of General Foods Corp; Richard Babcock, President of *Farm Journal* and *Pathfinder;* and Beatrice Adams, executive vice president of Gardner Adv. Co., St. Louis. The presentation will be made during the AFA convention in New York June 8-11. Deadline for entries is April 1.

Contest Deadline

CLOSING deadline of Guedel's Dinky Foundation $2,000 contest [B•T, Dec. 10, 1951] for the best public service messages on sponsored transcontinental radio and TV programs, was extended last week to Jan. 15. Scheduled to close Dec. 31, contest's closing date was extended because of holiday season pressure, according to John Guedel, head of John Guedel Productions, Hollywood. One thousand dollars award is to be made in each category.

front office

THOMAS B. PRICE, vice president and sales manager WBVP Beaver Falls, Pa., appointed station manager.

BILL WHITLOCK, Midwest-Kansas City representative Harry S. Goodman Co., appointed executive vice president and general manager KRES, St. Joseph, Mo.

CHARLES N. EVANS, manager WIZE Springfield, appointed general manager WING Dayton, Ohio. **ARTHUR L. MARTIN,** program director WIZE, appointed manager.

Mr. Evans

Mr. Martin

NORMAN J. HENDERSHOT, sales manager Sudler & Henessey, N. Y., commercial art firm, to ABC, as account executive.

HEADLEY-REED Co., N. Y., appointed national representative for KSFO San Francisco and WCOS Columbia, S. C.

C. RICHARD WATTS, sales manager KGN Knoxville, Tenn., to WFMY-TV Greensboro, N. C., as account executive.

DEAN R. UPSON, commercial manager KTBS Shreveport, La., to staff WAPI-WAFM (FM)-TV Birmingham.

DAVE MEBLIN, salesman KSFO San Francisco, to KGO-TV San Francisco, in same capacity. He replaces **ED HEWITT.** Mr. Meblin is replaced at KSFO by Tom Boise, formerly with KSL and KSL-TV Salt Lake City.

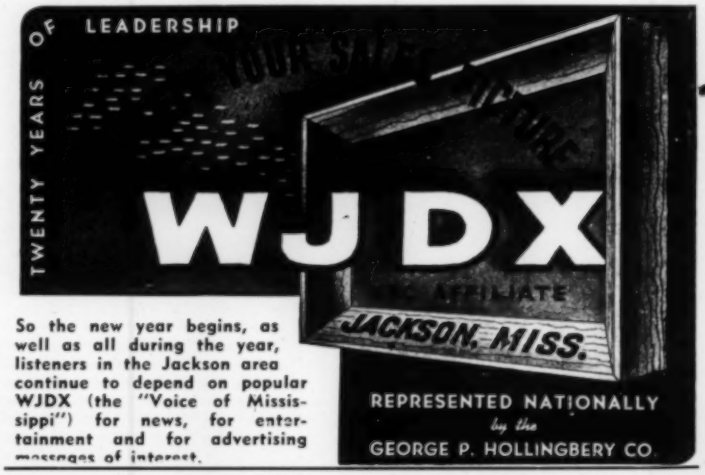
RICHARD A. MOORE, general manager KTTV (TV) Hollywood, named vice president and member of board of directors.

Comdr. C. P. EDWARDS, deputy minister of the Dept. of Transport, Ottawa, retired on Dec. 15 after 42 years in Canadian government service. He was an early associate of Marconi in development of radio transmission in Canada.

Personals . . .

GEORGE P. ADAIR, former FCC chief engineer, and Mrs. Adair, as his administrative assistant, have returned after seven week, 30,000 mile mission for Economic Recovery Administration. Trip carried them from Europe to Indo-China for survey of telecommunications in French possession under special ECA assignment. **ROBERT E. RITCH,** associate, was in charge of Adair engineering consultancy in Washington during Mr. Adair's absence.

MARV SHAPIRO, sales representative WCAU-TV Philadelphia, appointed boxing judge by Pennsylvania State Athletic Assn. . . . **PAUL H. GOLDMAN,** vice president-general manager, KNOE Monroe, La., named chairman, public relations committee, Monroe-West Monroe Chamber of Commerce. . . .


TWENTY YEARS OF LEADERSHIP
WJDX
AFFILIATE
JACKSON, MISS.
So the new year begins, as well as all during the year, listeners in the Jackson area continue to depend on popular WJDX (the "Voice of Mississippi") for news, for entertainment and for advertising messages of interest.
REPRESENTED NATIONALLY
by the
GEORGE P. HOLLINGBERY CO.

What's your stake in adequate railroad revenue?

Because railroad service is vital to the life and progress of the nation and everyone in it, you have a real stake in railroad health and prosperity. That's why America's railroads feel that you will want to know about their need for more revenue—to enable them to keep on meeting your transportation needs and those of the nation.

It takes money to keep up tracks and buildings and signals . . . to keep cars and engines in running condition . . . to operate trains and turn out transportation service.

It takes still more money to buy new cars and locomotives, lay heavier rail, install improved signals, build better shops, and make all the other improvements necessary to keep pace with national transportation needs.

Since the end of 1945, the railroads have spent an average of more than a billion dollars a year on improvements alone – including more than 400,000 new freight cars and 13,000 new locomotive units.

But still more is needed – and since fighting began in Korea the railroads have ordered 200,000 freight cars and more than 5,000 new units of locomotive power.

In part this has been – and is being – financed through installment buying of cars and locomotives; in part, through drawing on the working capital of the railroads.

But this working capital has now been diminished to where the railroads have in their treasuries only a little more than enough to cover current cash expenditures for one-half of one month.

National needs of commerce and defense require that expansion and improvement of facilities *must* go on. To meet the expenditures necessary, the railroads can no longer rely on reserves. They must depend on the kind of financing which can be supported only by earnings more nearly adequate than in 1951.

Such earnings – needed to sustain the credit without which the railroads could not continue their vital program of building to meet transportation demands – can come only from freight rates based on current costs.

Association of American Railroads

Transportation Building, Washington 6, D. C.

TOP MARKET

MARKET DATA
for Counties Covered by
K-NUZ Houston, Texas

Population	1,073,940
Radio Homes	314,446
Retail Sales	$ 13,433,056,500
Food Sales	323,428,000
Drug Sales	40,732,600
Apparel Sales	100,617,000
Home Furnishing Sales	80,845,800
Auto Supply Sales	93,859,700
Bldg. & Hardware Sales	116,781,200
Food & Beverage Sales	93,113,000

SRDS Consumer Markets 1951-1952 for all market figures.

TOP BUY

Call FORJOE or Dave Morris General Manager at KE-2581

K-NUZ

HOUSTON'S LEADING INDEPENDENT

IT WILL PAY YOU TO LOOK INTO OUR TOP HOOPERATED AVAILABILITIES.

MULTITAPE

Speeds Tape Copying

NEW PROCESS of duplicating tape-recorded programs has been announced by Rawdon Smith Assoc., Washington, following several years of development. The process is described as adaptable to television and motion pictures.

The machine can turn out 40 copies of a half-hour tape program in one hour without coupling two or more standard tape recorders under current techniques.

Co-developers of the method are L. S. Toogood, Chicago, and Rawdon Smith, Washington consulting engineer. The new process permits duplication described as indistinguishable from the original tape, or even better if equalizing techniques are used to overcome flaws.

Known as Multitape, the new process has attracted the interest of NBC and other networks as well as military and government officials. Dr. Smith demonstrated the machine publicly for the first time last Friday.

Should Remove Barrier

John Shields, vice president of Rawdon Smith Assoc., said development of a tape duplicating process should remove the main barrier to development of magnetic tape recording. The machine can turn out nine copies of a program simultaneously, operating at a speed far in excess of program speed. It can duplicate a 1,200-foot master tape (half-hour program) in 10 minutes, he said.

Mr. Shields said the process can be adapted to motion picture and TV program duplication by the use of wider tape. He did not disclose how far research has progressed in these fields.

He explained that the Multitape process can turn out tape-recorded programs of exactly same length as the original, whereas older and slower methods could not exactly match the running time. Both plastic and paper tape can be used, with paper bringing down costs.

RELIGIOUS OUTLET

KYBS (FM) Leaves Air

KYBS (FM) Dallas went off the air Dec. 16, writing finis to an experiment by the Baptist General Convention of Texas to create a religious network of FM stations in the state.

After a little more than two years and an expenditure of about $130,000, KYBS failed to develop the kind of listening audience hoped for in "bringing Christ into the home," it was reported.

Original plans had been to create a chain of Baptist-supported FM stations in Texas, with KYBS to serve as the key station. Dr. R. Alton Reed, director of public relations and radio activities for the Baptist Convention, will assist a committee in disposing of the station's properties.

air-casters

RUSSELL BURROUGHS, business supervisor NBC Radio Hollywood, named operations supervisor in addition to his present duties. New title is business and operations supervisor NBC Radio Hollywood.

RAY F. McCARTHY appointed director of public affairs KMOX St. Louis.

MILT HIBDON, program and sales promotion director KTRB Modesto, Calif., appointed merchandising and promotion manager Lincoln Dellar Radio Stations (KXOA Sacramento, KXOB Stockton, KXOC Chico and KDB Santa Barbara).

SHEILA HASSELL, who for past year has been assisting **JIM SCOTT** in taking over his new work as national advertising manager CKNW New Westminster, B. C., returns to her regular position as director of publicity.

Miss Hassell

S. TEBBS CHICHESTER Jr. named promotion manager WMAL-AM-TV Washington. He succeeds **HOWARD BELL,** resigned to join NARTB.

HOWARD TINLEY Jr., announcer WOOK Washington, D. C., to announcing staff WBTM-AM-FM Danville, Va.

JOSEPH ROBINSON, assistant promotion director WNHC-AM-TV New Haven, Conn., named director of promotion, succeeding **WILLIAM DUKESHIRE,** resigned to become advertising manager of Whitney Labs of New Haven. **KENNETH WYNNE** to production staff of WNHC-TV, as assistant to director-producer **DAVID HARRIS. WILLIAM BENNET** appointed musical director of WNHC. **JOSEPH SABIA,** announcer WNHC New Haven, to WHOB Gardner, Mass.

CHARLES ROMM to publicity staff WCAU-AM-TV Philadelphia. He was with Franklin & Gladney Adv., N. Y. **BARRY KAYE** to announcing staff WCAU, to handle nightly dic jockey show. He was with WTVJ (TV) Miami.

SEWALL CLARK, publicity staff CBS Radio Hollywood, to Television Associated Productions, L. A., as head of publicity and sales promotion.

KEN BROWN, CBC International Service, Montreal, named producer CBO Ottawa. **LAMONT TILDEN,** senior announcer CBM Montreal, to CBL Toronto, replacing **DON SIMS,** who has moved to Chicago.

PAUL MASON, disc jockey and announcer WISE Asheville, N. C., father of girl, Mary Kathryn, Dec. 28.

DICK DOWLING to WORC Worcester, Mass., as disc jockey. He was with WCNX Middletown, Conn.

JAMES KIRKCONNELL, WFLN (FM) Philadelphia staff announcer, father of girl, Heather Anne, Dec. 17.

MEREDITH NORCROSS to WTAG Worcester, Mass., as special program assistant.

News . . .

J. M. REYNOLDS named press and information representative CBC International Service, Montreal, succeeding **FRED BRICKENDEN,** who was moved to Toronto as assistant to director of TV for Toronto.

KEN HOMER, CBH Halifax, named press and information representative CBC Halifax.

HAL O'HALLORAN, WHBL Sheboygan, Wis., appointed sports editor KFH Wichita, Kan. **BRANDON CHASE** to KFH, as newscaster. **DON RICHARDSON,** KAUS Auston, Minn., to news staff KFH, as rewrite man.

ROBERT R. SIEGRIST, news commentator WGN Chicago, resigns following announcement of his candidacy for state congressional representative from Illinois' 9th district.

BEN GRAUER, radio-TV commentator, has been honored by Lt. Gen. Willis D. Crittenberger, commanding general of headquarters, First Army, for "exceptionally meritorious service in support of the Armed Forces" in connection with his weekly *Headquarters, New York* program on WNBT (TV) New York.

Our Time is Our Own

and we spend it giving more people more reasons to listen more often to

WJPG

THE RADIO SERVICE OF THE GREEN BAY PRESS-GAZETTE

Our programs are "Made in Green Bay" and merit and have the ears of the whole Green Bay market . . . one of America's best test markets.

ASK McGILLVRA Chicago or New York

NEGRO MARKET

WLIB Issues N.Y. Report

THE U. S. Negro market, "largely ignored" by American business in the past, consists of 15 million persons with a buying power exceeding in value the total volume of goods exported annually by the U. S., WLIB New York reports in releasing Dec. 31 the initial findings of what it plans as a continuous survey of metropolitan New York's Negro market.

Basic findings with respect to the New York Negro market:

Population is 1,012,883, which "makes it sixth city in the U. S."; it has increased 63.1% in the last 10 years and, despite popular conception, is by no means limited to Harlem, whose population has remained static during these 10 years and, since the war, is actually decreasing; the average family's income has tripled since 1940, and the average middle-class family head earns $3,200 a year; 95.7% of all employable Negroes were working in a typical week and job opportunities are increasing; more than 200,000 are living in new homes; high school attendance is highest in history and college enrollment is 10 times as high as in 1940; in their buying habits, Negroes prefer nationally advertised brands "almost exclusively"—and, from the standpoint of reaching them, "radio ownership [is] almost fully saturated today . . . was 92.4% in 1940."

Harry Novik, general manager of the independent daytimer which has been programming toward the Negro community and the second-generation English-speaking Jewish community since shortly after its purchase by the Novik group in mid-1949, explained the study was initiated last spring because of "the complete lack" of authoritative data on the Negro market.

WLIB undertook the survey, he said, because "we want to know something about the New York Negro's buying habits, income, living conditions, employment picture and in general everything that he does in his daily life. We have heard all kinds of rumors, half-truths, claims and counter-claims, and we want to get the facts." Supplementary reports will be issued from time to time, he said.

Negroes, the report said, have an "understandable desire for recognition" which makes them "more brand conscious than the average consumer." Store operators were quoted as saying they have found the Negro tends to buy goods in the higher-priced categories.

Harlem Studios

In addition to its special programming for Negroes—which extends from 7-11 a.m. and includes shows featuring Negro name personalities, plus special reports and regular programs by Negro leaders—WLIB maintains studios in Harlem. Early this month the Negro Actors Guild cited the station for "wonderful work in opening avenues of opportunity for members of our group in radio."

Time sales in the Negro programming block are up 49%, it was reported. Among the satisfied sponsors listed were Rem, which "signed four consecutive contract renewals after noting definite increases in sales"; 20th Century-Fox, which "selected WLIB as its exclusive broadcast medium to reach the Negro market," and Raytheon TV, which "received over 500 replies on an announcement offering a gift certificate in return for identifying a mystery tune."

The report placed annual expenditures of Negroes—nationwide—at $10 billion dollars.

FINAL touches are put on American Newspaper Guild-WQXR New York contract a fortnight ago [B•T, Dec. 24, 1951]. L to r: Seated, Mrs. Elliott M. Sanger, program director; Elliott M. Sanger, WQXR president; Anthony Stella, who negotiated contract with station; Robert Bloom, WQXR unit chairman; standing, Joseph D. Moran, assistant to Mr. Sanger; Louis M. Loeb, counsel for WQXR and *The New York Times*; Barbara Meyer, station's unit secretary, and Wills Hollingsworth, station's unit vice chairman. Contract was described as first between ANG of New York and a radio station.

MINE DISASTER

Stations Aid Rescuers

RADIO and video stations, including KSD-AM-TV St. Louis, WMPS Memphis and WMIX-AM-FM Mt. Vernon, Ill., performed a vital role in rescue operations at the scene of the West Frankfort, Ill., mine disaster.

In addition to providing on-the-spot coverage, stations were instrumental in obtaining badly-needed equipment for rescue workers. At the mine, rescue workers told a KSD newsman that gas mask cannisters were urgently needed. The station located a company official who left immediately by automobile for the scene with the cannisters.

KSD AM-TV arranged for the story of Cecil Sanders, lone survivor of the 120 entombed miners, to be fed to NBC's *World News Roundup* from Mr. Sanders' hospital bed. Earlier KSD-AM-TV had his story in greater detail on a special simulcast. Both broadcasts closed with appeals for contributions to the relief fund being raised for the families of those killed.

WMPS dispatched two newsmen to the scene in its station wagon immediately after receiving the first report. Through tape-recordings and on-the-scene interviews, WMPS gave its listeners prompt coverage.

WMIX had a three-man news team on the scene, including General Manager James E. Muse, following the first flash of the disaster. Station reporters remained on the scene until Monday, recording the rescue operations and interviewing survivors, mine officials and rescurers. WMIX fed LBS a full hour account of the tragedy at 11 a.m. Saturday and at 1 p.m. fed ABC a full hour of comprehensive coverage. Station followed up its coverage by fowarding contributions, sent in by listeners, to miners families.

1ST in CHATTANOOGA in the morning

2ND in CHATTANOOGA in the evening

3rd in the nation of all ABC Hooper-rated stations in A.M. share of audience

Source: March, April, May—Hooper

WDEF

CHATTANOOGA

1370 KC • 5000 WATTS

Carter M. Parham, President

Represented by BRANHAM

Why WFBR is BIG in Baltimore

NO. 1 OF A SERIES

CLUB 1300

CLUB 1300 is *the big* participating program in the Baltimore area! Biggest average ratings for the full seventy-five minutes, biggest mail pull, biggest studio audiences, biggest in every way.

CLUB 1300 success stories are legion. Ticket requests are fabulous. Audience loyalty is tremendous! Get aboard CLUB 1300 for your share!

Ask your John Blair man or contact any account executive of . . .

ABC BASIC NETWORK

WFBR

5000 WATTS IN BALTIMORE, MD

CHARLESTON CASE

WGKV Favored in Proposal

INITIAL decision favoring change of facilities of WGKV Charleston, W. Va., from 1490 kc, 250 w, to 1300 kc, 1 kw with directional antenna day and night was issued by FCC Hearing Examiner Hugh B. Hutchison fortnight ago.

At the same time, Examiner Hutchison proposed denial of the request of WCAW Charleston to change from 1400 kc, 250 w to the same facilities proposed to be granted WGKV.

Basis for the examiner's decision was the overbalance on sports programs indulged in by WCAW. The station's program schedule "is literally saturated with the broadcasting of baseball games for a period of five months during the year," the examiner found. He pointed out that WCAW's program schedule showed that there were 75 days during which two or more baseball games were broadcast per day; 14 days when three games were broadcast per day, and eight days when four games were broadcast during one day. He also questioned the correctness of WCAW's past and proposed program analysis.

Although proposed operation of WGKV would subject WVOW Logan, W. Va., to slight interference, examiner said the NBC-affiliated WGKV offered a more meritorious, well-rounded program schedule.

allied arts

N. C. SAFFERSTEIN elected vice president in charge of sales, and **RICHARD MALKIN** elected vice president in charge of programs and promotion Storecast Corp. of America. Mr. Safferstein replaces **GEORGE H. HENNESSY**, resigned to accept executive post with Minute Maid Corp.

A. F. MOITORET, manager of Seattle office Braun & Co., elected first vice president of Public Relations Roundtable of Seattle.

JOHN ARMITAGE, director of Czechoslovakia unit of Voice of America, father of son, Lewis Leighton, born Dec. 30. **LEWIS ALLEN WEISS**, assistant administrator NPA and former chairman of Don Lee Network, is grandfather of child.

AUGUST A. RICKERT, program director of WFUV (FM) New York, to New York State Assn. for Crippled Children Inc., as public relations representative.

SANFORD BUCHSBAURM, sales promotion department WFDR (FM) New York, to *This Week* magazine, in newspaper relations department.

Equipment . . .

MARTIN F. SHEA elected vice president of Auto-Radio Div., in charge of car radio manufacturing sales and head of Detroit operations for Philco Corp., Phila. Mr. Shea has been with Philco since 1930.

POLARAD ELECTRONICS Corp., Brooklyn, N. Y., announces production of Model KX, klystron power supply. It is designed to power high power klystron tubes.

PHILIP BARNES, general sales manager Weston Electrical Instrument Corp., Newark, N. J., appointed director of sales division. **HUBERT M. RICKS** appointed general sales manager.

RALPH R. SHIELDS, engineer in a Test Equipment Merchandising department Sylvania Electric, Emporia, Pa., appointed merchandising supervisor for Television Picture Tube Div.

DAVEN Co., Newark, N. J., announces availability of its new radio frequency attenuator, series RF-550. Units have a zero insertion loss, and have a frequency range from D. C. to 225 mc.

NEWCOMB AUDIO PRODUCTS Co., Hollywood, Calif., announces new variable speed, portable player and public address combination that plays all records. Model TR-16AM has individual bass and treble tone controls.

GEORGE BEISE, director of market research department Crosley Div., Avco Mfg. Co., Cincinnati, elected chairman of statistical and market research committee of National Electrical Manufacturers' Assn.

PAUL BARAN appointed field engineering representative for Audio & Video Products Corp., N. Y.

EUGENE ROESKE, manager of cubicle division S & C Electric Co., Chicago, appointed head of new transformer core division Permoflux Corp., Chicago. **FLOYD J. VAN ALSTYNE**, director of buying and merchandising of loudspeaker Allied Radio Corp., Chicago, appointed jobber sales manager Permoflux.

Technical . . .

RUSS BUTLER, NORMAN TAPPER, BOB SALLE, HOWARD RETSCHER, engineers KNBC San Francisco, transferred to NBC Hollywood, to meet technical needs of large network TV expansion in Hollywood. A fifth KNBC technician will be transferred later. No replacements yet named for San Francisco.

W. ROBERT PRESTIE and **KEVIN J. GARDNER** named to operating staff CBC-TV Toronto.

ELTON B. CHICK, transmitter supervisor WQXI Atlanta, appointed chief engineer.

CENTRAL Region Sales Div. of General Foods Corp. is to be moved from New York to Chicago, with company scheduled to open offices in North Shore National Bank Bldg. in January to handle all sales management and accounting functions pertaining to packaged grocery products.

U. S. ECONOMY

Reviewed by Tobin

THE AMERICAN economy maintained a "remarkable stability" despite many challenges during 1951 and Americans showed "considerable restraint and wisdom in their spending," Secretary of Labor Maurice Tobin declared Dec. 27.

In a yearend statement hailing 1951 as a record year, Secretary Tobin noted that progress toward defense aims was made without undermining the American standard of living. No production was lost the past year because of manpower shortages, he added.

"Although Americans owned more homes, television sets, automobiles, radios, washing machines and other possessions in 1951," he added, "they were acquiring them at a slower rate than in the preceding year."

Mr. Tobin foresees "more severe" cutbacks in materials for civilian goods, a tighter labor supply than in any year since World War II and greater "stresses and strains" on the expanding economy.

Other points stressed by Secretary Tobin were:

- Americans saved eight out of every hundred dollars this year compared to five out of every hundred in 1950.
- Total output of goods and services was nearly 10% higher quantitatively than in 1950 and at least 5% higher than in 1944, previous peak year.
- Employment in 1951 reached an all-time high of 62.6 million last August, with unemployment down to 1.6 million. Average employment for year was million above 1950. ("Less time was lost as a result of strikes in 1951 than in any previous postwar year," Mr. Tobin said.) There were, however, "some areas of severe unemployment."

KJAY Night Bid

CONCLUDING it is better to protect the limited service of 1,140 persons than to add a service for 13,000 who already receive more stations, FCC Hearing Examiner Elizabeth C. Smith has issued an initial decision proposing to deny KJAY Topeka, Kan., a nighttime power boost from 1 kw to 5 kw. KJAY now operates on 1440 kc with 5 kw day, 1 kw night, directional day and night. The 1,140 persons cited, because of KJAY interference, would lose service from KEIO Pocatello, Ida., ruling said. Examiner Smith said "it cannot be concluded that there is a showing of a greater need for the proposed service than for the existing service which would be lost . . ."

THEY'RE GOING STEADY . . .

Seventy percent of WLAV clients go steady. Many of them have long since forgotten the date of the original signing: most of them are on a "till forbid" basis. WLAV has a lower percentage of turnover in advertisers than any Grand Rapids station. If you judge a radio station by the local clients it woos and wins—and holds—then join the happy throng. Based on results alone, you'll be a "steady" from this day forward.

11 YEARS
Boston Store
Mich. Gas Co
Holsum Bread

10 YEARS
Bennett Fuel
Burkholder Chevrolet
Fox Jewelers
Herrud Packing
Wurzburg

9 YEARS
Economy Shoes
Fox Brewing Co
Sears Roebuck
Texas Company

8 YEARS
Central Reformed Church
Children's Bible Hour
General Mills
Goebel Brewing
Hickok Oil Company

6 YEARS
Baxter Laundry
Chase & Sanborn
Cody Cafeteria
Elston Storage
Frost Pack
Jergens
Philco
Swift & Co

5 YEARS
A C Spark Plugs

4 YEARS
J & J Music Co

3 YEARS
Atlas Brewing
Galewood Outfitting
Griffith Shoe Polish
Lever Brothers
P. Lorillard
Republic Distributing

WLAV
GRAND RAPIDS, MICHIGAN

Make your date with JOHN E. PEARSON
AM-FM • ABC for Michigan's Second Market

REACHES 93,217 RADIO FAMILIES
WEOK
POUGHKEEPSIE
REPRESENTED BY DEVNEY

We Pay Our Respects

(Continued from page 50)

outside activities to approach perpetual motion.

In addition to maintaining a high scholastic average, he taught boxing, tumbling, and three hours each afternoon; operated a laundry and dry cleaning concession; was an agent for a florist; sold ads printed on desk blotters which he distributed to every fellow student.

He did take time out to win the Southern Golden Gloves championship. In June 1941, he was graduated *cum laude*.

Throughout college, Mr. Clay had served in the U. S. Naval Reserve as an enlisted man. At the close of his college career, he went into active service and was sent to the Northwestern U. Midshipman's School.

Commissioned an ensign in January 1942, he served for a year on the heavy cruiser, *USS Tuscaloosa* as gunnery officer. During that year he made five runs to Murmansk, Russia, on convoy duty and was in on the show at Casablanca. Subsequently he was transferred to the *USS Iowa* before it was commissioned and helped plan the ship's anti-aircraft gunnery set-up.

Carried President

He served on the *Iowa* 18 months. During that time the ship carried the late President Franklin D. Roosevelt to the Teheran conference and took part in the invasions of the Marshall Islands, Hollandia, Saipan and in the Battle of the Eastern Philippine Sea.

Mr. Clay later was transferred to a Naval air training base at Ottumwa, Iowa, and he won his pilot's wings at Pensacola, Fla.

In 1945, two things happened which helped shape Mr. Clay's immediate future: The atomic bomb was dropped, ending the war and his military career, and he married the former Helen May Ewing. Mrs. Clay is a director of KTHS Hot Springs, Ark.

"Then," continued Mr. Clay, "I returned whence I came. I went back to the telephone company in Nashville."

In May 1946, he had a long talk with a Nashville attorney, Frank Farris, who owns WLAY Muscle Shoals, Ala.

"Frank wanted me to learn radio so I could manage the station. So he farmed me out, at his own expense, to WLAK in Lakeland, Fla., as a general worker. I worked 18 hours a day for Odell Ward, WLAK's manager, asked a million questions and got a million answers. I wrote copy, announced, sold time and swept the floor."

After completion of this course under Mr. Ward, Mr. Clay was transferred to WLAY where he worked at timeselling until he had gotten "the feel of things."

Doubles Business

In May 1946, he became manager of the station. During that first year he was with WLAY he doubled the business of the station, earned the nick-name, "Ole Whip Hand," from a crew which remained loyal to him until October 1947 when he was asked to take over the direction of KWKH. At 27, he became reportedly the youngest manager in the country of a 50 kw station. He also began helping direct KTHS.

Today he is not only deeply involved in the management of KWKH and KTHS but also is a member of the board of directors of the Shreveport Chamber of Commerce; a vice-commander of the Louisiana Dept. of the American Legion; a member of the board of directors of the Shreveport Goodwill Industries; of the Salvation Army, of the local Safety Council and of the Shreveport Symphony Society.

Mr. Clay is the father of two girls, Helen, 4, and Virginia, 2. At 33, he maintains the same pace he struck in his early life, managing to fit golf, hunting and occasionally badminton into his rigorous business life.

"As a kid my ambition was to become heavyweight champion of the world. Today it is to raise KTHS to the 50 kw level we have here in KWKH."

It looks as though Mr. Clay has a better than fair chance to realize his curent ambition. Last month [B•T, Dec. 31, 1951] FCC handed down an initial decision granting approval for KTHS to move to Little Rock, Ark., and permitting 50 kw operation with a night-time directional antenna.

JERROLD ELECTRONICS has introduced a new RF attenuator with wide usefulness for television and radio engineers, technicians and servicemen. Uses of this new Jerrold attenuator in TV-radio-electronic design and maintenance include its application as a standard to calibrate laboratory, bench and field test instruments.

NATIONAL NIELSEN RATINGS
TOP RADIO PROGRAMS

(Total U. S. Area, Including Small-Town, Farm and Urban Homes and including Telephone and Non-Telephone Homes)

REGULAR WEEK NOVEMBER 18-24, 1951
NIELSEN-RATING*

Current Rank	Programs	Rating Homes %
	EVENING, ONCE-A-WEEK (Average for All Programs)	(6.9)
1	Lux Radio Theatre (CBS)	16.3
2	Jack Benny (CBS)	16.0
3	Amos 'n' Andy (CBS)	14.9
4	Charlie McCarthy Show (CBS)	13.1
5	Arthur Godfrey's Scouts (CBS)	12.4
6	People Are Funny (CBS)	11.2
7	Fibber McGee & Molly (NBC)	11.0
8	Walter Winchell (ABC)	10.4
9	You Bet Your Life (NBC)	10.0
10	Bob Hawk (CBS)	9.8
	EVENING, MULTI-WEEKLY (Average for All Programs)	(4.7)
1	Beulah (CBS)	8.3
2	Tide Show (CBS)	6.9
3	Club 15 (CBS)	6.6
	WEEKDAY (Average for All Programs)	(4.6)
1	Romance of Helen Trent (CBS)	8.3
2	Arthur Godfrey (Liggett & Myers) (CBS)	8.3
3	Pepper Young's Family (NBC)	8.0
4	Road of Life (NBC)	7.6
5	Our Gal, Sunday (CBC)	7.4
6	Ma Perkins (CBS)	7.4
7	Big Sister (CBS)	7.3
8	Right to Happiness (NBC)	7.0
9	Arthur Godfrey (Nabisco) (CBS)	6.9
10	Sky King (MBS)	6.7
	DAY, SUNDAY (Average for All Programs)	(2.9)
1	Shadow, The (MBS)	6.3
2	True Detective Mysteries (MBS)	6.0
3	Greatest Story Ever Told (ABC)	5.8
	DAY, SATURDAY (Average for All Programs)	(4.4)
1	Theatre of Today (CBS)	7.5
2	Stars Over Hollywood (CBS)	6.4
3	Grand Central Station (CBS)	6.1

NOTE: Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 41,903,000—the 1951 estimate of Total United States Radio Homes.

(*)Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes. For 5-minute programs, Average Audience basis is used.

Copyright 1951 by A. C. Nielsen Co.

SIEGEL NAMED
To UNESCO Conference Post

APPOINTMENT of Seymour N. Siegel, director of radio comunications for New York City, as chairman of the Radio and Television Committee for the Third National Conference of the U. S. National Commission for UNESCO, to be held at Hunter College in New York Jan. 27-31, was announced last week.

Members of the Industry committee to serve with Mr. Siegel were named as follows: Arnold Hartley, WOV New York; Carl S. Ward, WCBS New York; Charles Baltin, WHOM New York; Leon Goldstein, WMCA New York; Dave Driscoll, WOR New York; Richard Pack, WNEW New York; Chris J. Witting, DuMont Television Network; Ted Cott, WNBC New York; Helen Sioussat, CBS; and Doris Corwith, NBC.

Approximately 2,000 persons are expected to attend the conference. Purpose is "to bring together a group of leaders, broadly representative of American life, to consider ways to improve our understanding of and participation in world affairs, particularly through the United Nations and the specialized agencies".

CALL letters of KWWB Walla Walla, Wash., will be changed Feb. 1 to KTEL, Jack Keating, general manager, announced last week.

WRTA
Altoona, Pa.

Twenty-eight years radio experience and a life dedicated to the community has made Roy Thompson's WRTA Altoona's friendliest station. People like to do business with friends. Of course, WRTA—advertised products—sell!

Roy F. Thompson

Represented by
Robert Meeker Associates

COME ON IN . . Radio's Fine!

KFSA
Fort Smith
ARKANSAS

AND RIGHT ON TIME!

Every day, people live 'round the clock by radio in these markets. They get up, they go to bed, they buy — by radio! Why don't YOU buy radio in these markets?

KBRS
Springdale
ARKANSAS

KHBG
Okmulgee
OKLAHOMA

SPOT THESE, TOO!

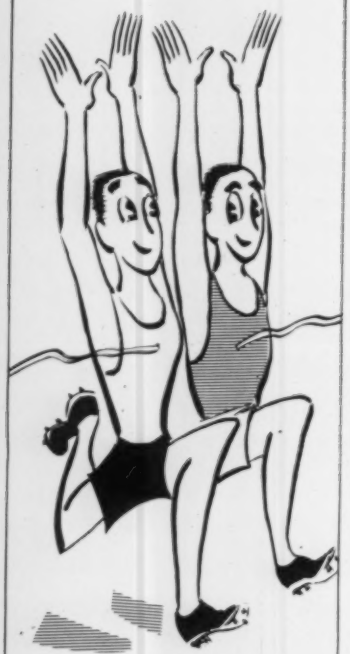
Buy in a Package . . One Order—One Billing. Sell the home-town folks in these markets!

Represented by—JOHN E. PEARSON CO.

Owned and Operated by SOUTHWESTERN PUBLISHING CO.
Don W. Reynolds, President

Publishers of: Southwest Times-Record, Fort Smith, Arkansas; Examiner-Enterprise, Bartlesville, Oklahoma; and The Daily Times, Okmulgee, Oklahoma.

How are your sales running in St. Louis?



Remember . . . the fastest, most economical way to move merchandise in the St. Louis market, is to use KWK . . . the best radio buy in St. Louis.

Globe-Democrat Tower Bldg.
Saint Louis

KWK

Representative
The KATZ AGENCY

WQXR TO DISCOVER JAZZ JAN. 28

'Music Magazine' Readies Great Event

WQXR, Manhattan station of the *New York Times* specializing in serious music, will break its long-standing precedent and present jazz—when necessary—on its new program, *Music Magazine*, a periodical of feature "articles" now heard Monday through Friday since Jan. 1.

Series will follow a magazine format with each program presenting a specific idea to be illustrated with music. Wednesday broadcasts will be devoted to current events when the *Magazine's* "March of Music" department will be based on musical events in the news. "Letters to the editor"—to be called "The Listener Has His Say"—will be broadcast on the last day of each month, offering letters from listeners, music to which the letters refer, and controversies on the month's program subjects.

Remaining programs in the series, to be heard from 9:05-10 p.m. EST, will focus on an unusual aspect of a musical subject, with such topics scheduled for consideration as "Great Expectations—The Care and Feeding of Child Prodigies," "3,000 Years of Music for Brasses—An Anthology," "Music for Bare Feet—Martha Graham and Others," "How Modern Is Modern Music?" and "Whispers From the Roaring Twenties." It is on the latter program, scheduled for Jan. 28, that WQXR will forego its standing rule with the performance of hot jazz.

While all WQXR staff members will contribute ideas and suggestions to *Music Magazine*, the program will be written and presented by staff member Frederic V. Grunfeld, who has been piano teacher, choir conductor, radio scrip writer, composer, music critic and newspaperman since receiving a B.A. in philosophy from U. of Chicago. In addition to his work in the WQXR Continuity Dept., which he joined two years ago, he is a lecturer at Brooklyn College and freelance writer.

In announcing the new series, Elliott M. Sanger, executive vice president of WQXR, said, "Because of WQXR's unique record collection and the more than 15 years' experience of its staff in writing about and presenting good music, we have great expectations for the success of this new program idea. A wide range of musical subjects will be covered; some serious, some less so, but all—we hope—will be entertaining and instructive."

William H. Chew

WILLIAM H. CHEW, 51, control room supervisor for NBC Washington, died New Year's Day after suffering a heart attack while driving to work. Mr. Chew, a native of Washington, had been employed by NBC for 25 years. Surviving are his wife, Mr. Anne B. Chew, and two daughters, Mrs. Emery Pearce, and Melanie Jean Chew.

John K. Hough

JOHN K. HOUGH, 60, director of advertising for the Goodyear Tire and Rubber Co. since 1937, died Dec. 29 at Akron, Ohio. He had worked for the firm for 37 years.

IBEW PROGRESS

Hardy Reports Expansion

MORE stations joined the ranks of the International Brotherhood of Electrical Workers in 1951 than in any year since 1940 and the union's broadcast division has expanded to 43 states.

This report was given by A. O. Hardy, IBEW international representative in charge of broadcasting, in a yearend statement to BROADCASTING • TELECASTING. Mr. Hardy is former business manager of IBEW Local 1215 and previously was with WTOP Washington.

According to Mr. Hardy, IBEW agreements now cover some 600 AM-FM and 60 TV stations, as well as 21 recording companies.

The union's international staff, realigned the past year, will be expanded still further this year, Mr. Hardy said [B•T, Dec. 3]. He cited publication of a new monthly magazine devoted to the interests of members in the broadcasting-recording fields. First issue is dated January 1952.

Additionally, plans are being mapped for closer coordination of activities of international representatives, with a view toward a better exchange of information and assistance. First annual progress meeting, without precedent in broadcasting, will be held by the union early in 1952, he added.

"With a change in the mechanics of operation, confidence in the future of the industry and steadily growing acceptance of the principles of its members, IBEW looks to the new year with confidence and happy anticipation," Mr. Hardy stated.

Phillip L. Combs

PHILLIP L. COMBS, 25, farm director of WSBT South Bend, Ind., died December 27, at his home in Mishawaka, Ind., after suffering from a kidney ailment four months. A member of the National Assn. of Radio Farm Directors, he handled farm programs on WBAA Lafayette, Ind., before joining WSBT in June 1947.

RECORD mail count of 500,000—highest monthly total in station history—was tabulated by WGN-AM-TV Chicago for November, Raymond F. Dumalski, director of mail and services, reports.

ONLY representative of the broadcasting industry to win a distinguished American award from Northwestern U. was Judith Waller, director of public affairs and education at NBC Chicago. Miss Waller, one of the four women to be cited, was among 100 persons from the Midwest cited by the university for their contributions.

Allard to Report

TWO CANADIAN regional meetings are set for February, when reports will be heard from James Allard, general manager of Canadian Assoc. of Broadcasters on the Parliamentary Radio Committee hearings and the Canadian Copyright Appeal Board sessions. The stations in the Atlantic Coast provinces will hold a meeting at Fort Cumberland Hotel, Amherst, N. S., Feb. 4, and elect 1952 officers of the Maritimes Assoc. of Broadcasters. The British Columbia Assoc. of Broadcasters will hold its annual meeting at Hotel Vancouver, Vancourver, B. C., Feb. 11. Regional business will be transacted and recommendations made for passing along to the annual meeting of the Canadian Assoc. of Broadcasters, March 24-27, at Toronto.

William O'Reilly

WILLIAM O'REILLY, 35, program director, CBM Montreal, died suddenly on Dec. 27 at his home. He started in radio at CKCH Hull, and joined the Canadian Broadcasting Corp. at Toronto about 1938, being moved later to Halifax and then to Montreal. He is survived by his wife and one daughter.

Wally Maher

WALLY MAHER, 43, radio and TV actor, died Dec. 26 in St. Vincents Hospital Hollywood which he entered that morning after complaining of illness. Surviving are his wife, Molly, two daughters, Patricia and Judy, and a son, Wally Jr.

A GAIN of $3,888,976 in the consolidated net income of International Telephone & Telegraph Corp. and its subsidiaries was reported last week for the first nine months of 1951 compared to the same period of 1950. For the nine months ending Sept. 30, 1951, the company said, the figure was $12,636,119, while the amount for the same period of the preceding year was placed at $8,747,-143.

JANUARY 7, 1952

TELECASTING

TELEVISION COSTS SKY-ROCKETING?

NOT
on
Du Mont

Cavalcade of Stars (Fridays, 10 P. M., E. S. T.) delivers

400 homes per dollar for each commercial minute

1042 viewers per dollar for each commercial minute*

To put it another way: "Cavalcade of Stars" costs $2.50 per 1000 homes for each commercial minute and $.96 per 1000 viewers for each commercial minute.

Eye-opening figures? Sure they are. Practically unbeatable in network television today.

And DU MONT can do the same for you.

There is still some prime time available on DU MONT ... for an advertiser who is seeking the highest possible return on his television investment.

Want further information? Write or call:

**November, 1951 Videodex*

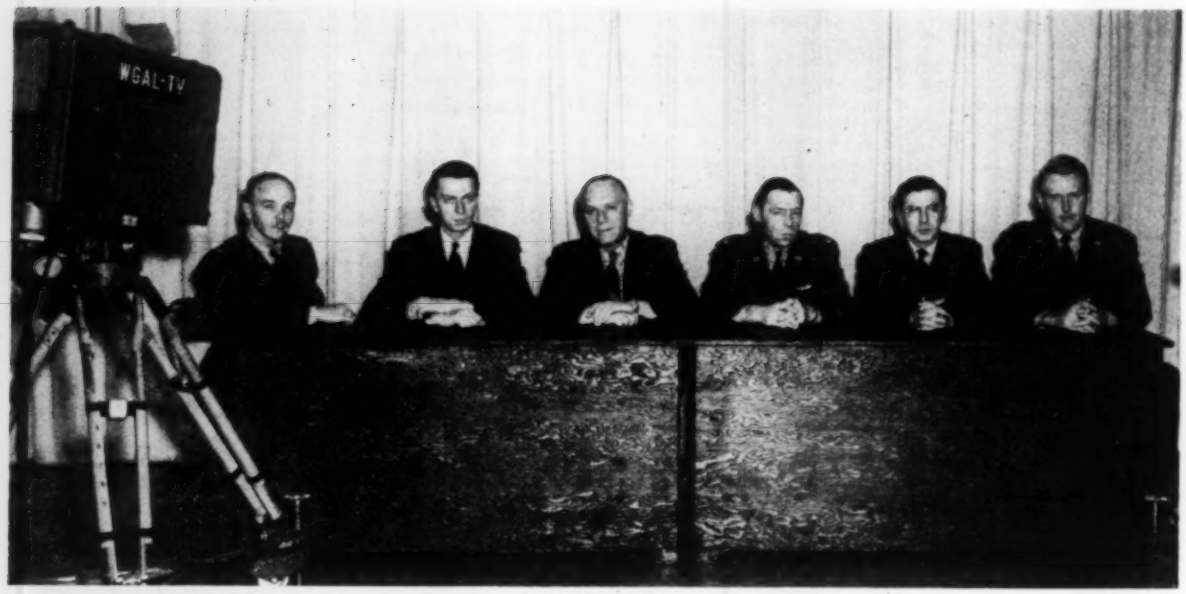
Du Mont
TELEVISION NETWORK

515 Madison Avenue, New York 22, N. Y. — MU 8-2600

A Division of Allen B. Du Mont Laboratories, Inc.

EDUCATION...AT THE ADULT LEVEL

"Education in Action" is telecast every Sunday on WGAL-TV. The program is presented alternately by Franklin and Marshall College, Lancaster, Penna. and Pennsylvania State Teachers' College, Millersville, Penna. This educational feature has a dual objective: first, to interpret information on curricula and methods; second, to give instruction on the adult level, i.e. demonstrations of chemical and physical phenomena.



Recently, the inauguration of an Air Corps R.O.T.C. instruction course at Franklin and Marshall caused wide discussion. The telecast shown explained the course and answered many questions which had arisen concerning this Air Corps project.

In the photograph — third from left, Mr. Max E. Hannum, assistant to the president at Franklin and Marshall College and regular moderator on "Education in Action." Fourth from the left, Lt. Col. James T. Locher director of the R.O.T.C. course with his entire instructor group.

WGAL-TV

LANCASTER, PENNSYLVANIA

A Steinman Station • Clair R. McCollough, President

WGAL AM TV FM

Represented by
ROBERT MEEKER ASSOCIATES • Chicago • San Francisco • New York • Los Angeles

TELECASTING

JANUARY 7, 1951

DISTRIBUTE CODE, SEAL

Effective March 1

OFFICIAL copies of the new NARTB TV Code, with a gray jacket featuring the Seal of Good Practice, will be distributed this week by the association. First printing of 10,000 copies will contain the main body of the code but not the appendix (text of code and appendix were printed in the Dec. 10, 1951 BROADCASTING • TELECASTING).

At the same time NARTB granted permission for reproduction of the official TV seal approved by the TV board Dec. 6 (see photo at right).

Mr. Willson

As originally drawn, the seal carried the words "Seal of Approval" but because of legal complications the wording was changed to "Seal of Good Practice," with the word "good" dominating.

The code itself will go into effect March 1. Meanwhile NARTB headquarters is working out details of the subscription regulations and fees to be charged member and non-member subscribers.

The association is getting bids for reproduction of slides carrying the official seal. While plans are not definite, it is possible each station and network subscriber will receive slides carrying call letters or network symbols. This would assure unformity in use of the seal, it was explained. Bids also will be obtained for 10-second film prints of the seal but these will not include sound.

Artist for the official seal was William R. Willson, freelancer. Mr. Willson served three years as sales promotion manager of WMAL Washington and was first art director of WMAL-TV. He left the TV station in 1950 to freelance.

Elaborate steps are being taken at NARTB to surround the code and seal with copyright and trade mark protection. Still to be worked out are rules covering its use by stations and networks, as well as by non-subscriber stations carrying programs from seal-subscribing networks.

The code dues structure will be submitted to the NARTB TV board at its mid-February meeting in San Antonio. The board will have a chance to review final procedural steps before the March 1 effective date.

NARTB plans to send TV member stations and "Member Service" subscribers 10 free copies of the code. Subscribing TV stations will be entitled to 100 free copies. One copy will be sent each NARTB AM and FM member station as will all other AM, FM and TV stations in the nation. Additional copies will be available for 15 cents.

Educational institutions, civic agencies, clubs and others will receive copies of the code as part of NARTB's public relations service.

'Howdy' Rates High

NATIONAL Parent Teachers Assn. and a buyer's association survey have given the *Howdy Doody* show on NBC-TV, five times weekly, top rating among children's programs. NPTA rated the show a top 96, 40 points ahead of nearest competition. In the survey made by field workers of the Patrecia Ward Co., a research organization for leading buyers, 40% of the mothers of children from 4 weeks to 14 years, reported *Howdy* as the children's choice.

1950 REVENUE

Up 208.7%, FCC Reports

GAIN of 208.7% in total TV revenues, which amounted to $105.9 million for 1950, was announced by the FCC in its annual financial report last week. This compares with $34.3 million total in 1949.

Expenses for 1950 totaled $115.1, compared to 1949's $59.6 million, a 93.1% increase.

Thus, despite three-fold increase in revenues, TV was still a loss industry—all networks and stations lost $9.2 million in 1950.

But in 1949 they lost $25.3 million.

FCC's estimate early last year foresaw $105.8 million in revenues, $113.7 million expenses and $7.9 million loss [B•T, April 2, 1951]. Actually, revenues were $100,000 over the estimate, expenses $1.4 million additional, which brought the loss to $9.2.

The four TV networks, including their 14 owned and operated stations, took in $55.5 million in 1950, compared to $19.3 million in 1949. Expenses amounted to $65.5 in 1950, compared to $31.4 million in 1949. Loss totaled $10 million in 1950 compared with $12.1 million in 1949.

Ninety-three other TV stations in the aggregate ended up 1950 in the black. They took in $50,439,000, spent $49,622,000, came out with a profit before federal taxes of $817,000.

Expressive of the amount of revenue gained as between network times sales, and that from national, regional and local advertisers are the following figures:

Network times sales in 1950 totaled $35,210,000, with the networks and their O & O stations accounting for $27,312,000, and all other stations $7,898,000.

National and regional time sales totaled $25,034,000, with networks and their owned-stations accounting for $8,208,000, and all other stations $16,826,000.

Local time sales totaled $30,385,000. Of this amount, networks and their owned-stations took in $6,858,000, while all other stations

(Continued on page 92)

BROADCAST FINANCIAL DATA OF TELEVISION NETWORKS AND STATIONS
1950
(In thousands)

Item (1)	4 networks and their 14 owned and operated stations (2)	93 other stations (3)	Industry total (4)
A. Revenues from the sale of time:			
1. Network time sales by:			
a. Nation-wide networks	$26,539	$8,486	$35,025
b. Miscellaneous networks and stations	.....	19	19
Total	26,539	8,505	35,044
Deduct—Payments to foreign stations and elimination of miscellaneous duplications	(773)	607	(166)
Revenues from network time sales	27,312	7,898	35,210
2. Non-network time sales to:			
a. National and regional advertisers and sponsors	8,208	16,826	25,034
b. Local advertisers and sponsors	6,858	23,527	30,385
Total revenues from non-network time sales	15,066	40,353	55,419
Total revenues from time sales	42,378	48,251	90,629
3. Deduct—Commissions to regularly established agencies, representatives, brokers and others	7,415	6,893	14,308
Net revenues from time sales	34,963	41,358	76,321
B. Revenues from incidental broadcast activities:			
Talent	10,861	4,301	15,162
Sundry broadcast revenues	9,652	4,780	14,432
Total revenues from incidental broadcast activities	20,513	9,081	29,594
Total broadcast revenues	55,476	50,439	105,915
C. Total broadcast expenses of networks and stations	65,507	49,622	115,129
D. Broadcast income (or loss) before Federal income tax	(10,031)	817	(9,214)

'TELEVISION SQUARE'

WOR-TV Plans Debut

WOR-TV New York will inaugurate its modern new building, "Television Square," designed and constructed exclusively for production of television programs, with a special broadcast, *21 Camera Salute*, to be aired from 7-7:30 p.m. EST Wednesday as the first program to originate from the studios.

Besides grouping into one unit the complete facilities required for rehearsing and producing a television program, Television Square contains such industrial innovations as storage space for props and sets so arranged that an automobile can be driven from street to set, echo chambers built under studio floors, a waterless fire sprinkler system, lighted warning board which registers any use of all entrances besides the main one, an absorption system of year-round air conditioning which eliminates compression or moving machinery, and telescopic air vents that can be collapsed when not in use. WOR has introduced even a new station vocabulary, substituting "production room" for studio and "transmission center" for control room.

Will Tour by TV

Opening program will take Channel 9 viewers on a tour of the new building, with Bill Slater as guide and moderator to explain how a modern television studio operates.

Constructed for $1,250,000 under the direct supervision of Charles Singer, assistant chief engineer, the two-story reinforced concrete and brick structure is built to cover almost the entire block between 67th and 68th Streets on Broadway and Columbus Avenues. The site, most recently an automobile parking lot, was acquired by WOR-TV in 1949.

Ground floor is given over to three production rooms, each edged by companion rooms for announcers, clients, dressing, and the whole floor bordered by a vast, high-ceilinged storage area, equipped with doors at each end high enough that trucks can drive in for off-the-street delivery. Grouping of major production areas on the ground floor has eliminated need for elevators and has solved a major TV production headache in New York, that of operating with space-taking equipment in a space-poor community.

Of the three production rooms on the ground floor, the largest measures 82 by 70 feet and contains an audience balcony, not glassed off separately from the camera area but raised and removed from the studio floor, which will allow for an audience of 250 people to be accommodated within the studio with a minimum of intrusion upon production activity.

The other two production rooms are alike, each having about 4,000 square feet of space. Each studio has an adjacent control booth—not so important now when monitors can be used but expected to be very necessary when color TV is introduced and engineers are required to match the photograph with the actual hues. Each studio also contains a booth for announcers, equipped with mikes and monitors, a clients booth, and a nearby rehearsal hall.

Ample Power Supply

About 156 kilowatts of electric power are available in each studio, channeled through a minimum of 150 outlets to supply the necessary electricity—more than that used to light 200 homes, spokesmen noted. A total of five cameras can operate simultaneously in any one studio and facilities will accommodate 40 microphones, in addition to intercom systems for intra-studio conversations. And in case a script calls for a kitchen scene, each studio is equipped with the necessary gas, supply, water pipes, and disposal drains.

Four dressing rooms are provided for use by major performers. An additional two—one for men and one for women—for casts-at-large, and makeup rooms, replete with barber chairs, are placed nearby.

First floor arrangements also include the entrance lobby, where a light-warning system indicates the use of all other entrances, to avoid program interruptions from outside visitors, and an engineering maintenance room where regular equipment is checked and transmissions can be measured and tested with such instruments as cathode ray oscillographs, and video sweep-oscillators.

Designed to accommodate inflammable film, the buildings has specially designed storage vaults —large enough to hold 3 million feet of celluloid—plus a film shipping room, 8 cutting and editing rooms, 2 preview rooms, and 2 rooms for Movieola equipment.

A transmission center holds terminations for all incoming and outgoing video and audio lines, as well as telephone connections, with more than 60 racks required to hold equipment. A camera control center also has been built separate from control rooms in each studio

(Continued on page 93)

THAW PROPOSALS

FCBA Advices Bring Varied Comments

OPPOSITION to recommendations of the Federal Communications Bar Assn. proposal to lump all TV applicants for the same city into one general hearing following end of the TV freeze [B•T, Nov. 26, 1951] was made known last week.

In a letter to FCC Broadcast Bureau Chief Curtis B. Plummer, FCBA Secretary R. Russell Eagan enumerated comments he received from individual members following his Dec. 5 invitation to members [B•T, Dec. 17, 1951].

Among those who objected to the "consolidated" hearing idea—whereby in cities where there were more applicants than available channels all applicants would be treated as competitive—were such Washington radio law firms as Pierson & Ball, Dempsey & Koplovitz, Miller & Schroeder and Cahill, Gordon, Zachry & Reindel (NBC).

At the FCC little consideration has been given the question of procedures following the three-year-old freeze's end. Neither the Commissioners nor the staff have formalized any ideas, according to best information. Accepted fairly widely is the premise that the Commission would be most sympathetic to any plan which would hasten the advent of UHF service.

Plumping for consideration on a frequency-by-frequency basis were Pierson & Ball and Dempsey & Koplovitz. Recommending that applicants be permitted to specify either a VHF or a UHF channel or both was Miller & Schroeder. Not yet in writing is NBC counsel's ideas, but they are based on the thought that UHF applicants should be permitted to move ahead, where possible, without being held up by probable excess of VHF applicants. That generally is the basis for the recommendations of all who oppose the "one-big-hearing" idea.

Justification In Letter

Justification of the frequency-by-frequency suggestion is contained in the Pierson & Ball letter, which also was forwarded to the FCC. After citing the legal regulations which, the law firm holds, makes mandatory the Commission's consideration of an application only on a specific channel request, Pierson & Ball goes on:

The Commission is confronted with a tremendous backlog of applications that it must process with a staff that is substantially inadequate even if only the necessary procedures are followed. . . . The hearing load of the Commission will be increased by the Bar Assn. proposal [to lump all applicants together] since it is inevitable that the Commission will have to pursue unnecessary hearing procedure on a substantial number of applications that could be granted without a hearing. . . . the real work load of the Commission is not merely the number of hearings but the number of days that it must spend in hearing. This problem is not solved merely by reducing the number of hearings through consolidations. Rather, the problem is aggravated if such consolidations increase the number of days of hearing. We submit that the number of days spent in hearing will be substantially enlarged by your proposal not only because of the necessity that the Commission hear applications it is unnecessary to hear, but also because it is a matter of common experience that the greater the number of parties to a hearing, the longer the examination and the greater the time required to conclude the hearing procedure.

Also noted in Mr. Eagan's letter to the FCC are a number of comments from FCBA members suggesting a 90-day "waiting period" between the time the Commission ends the freeze and begins processing applications. The FCBA had recommended a 60-day "grace" period to permit new applicants to file and pending ones to revise their applications. Several other Washington radio lawyers also opposed the FCBA cut-off recommendation. This was that after the 60-day period, the Commission refuse to accept any further applications until it was ready to begin processing the pending applications.

Among the comments attached to Mr. Eagan's letter were unqualified approvals of the FCBA recommendations by seven lawyers. Mr. Eagan's letter revealed also that the seven-point recommendation won a 3 to 1 vote in the Practice & Procedure Committee and a 5 to 2 vote of the FCBA Executive Committee.

Only other objections to FCBA recommendations have come from the Joint Committee on Educational Television, which proposed the separation of VHF and UHF applicants [B•T, Dec. 17, 1951] and from S. A. Cisler, WKYW Louisville, who opposed the idea of lumping all TV applicants in an area into one general hearing [OPEN MIKE, Dec. 31, 1951].

'MOVIE QUIZ' OFFERED

TV Version of 'Tello-Test'

WALTER SCHWIMMER Productions, Chicago, has announced release of *Movie Quick Quiz*, television version of the radio giveaway, *Tello-Test*. The TV series is a 15-minute strip which will be sold exclusively by United Television Programs. Initial sales have been made to WGN-TV Chicago and KSTP-TV Minneapolis.

Movie Quick Quiz is Mr. Schwimmer's first video quiz show, although he has several in radio. Negotiations for the handling of sales were carried out by Mr. Schwimmer and Milton Blink, executive director of United Television Programs, who also headquarters in Chicago.

The new series combines one-minute films for the quiz element with live production handled locally following a supplied format. The show is being sold across the board for a minimum of 26 weeks, Mr. Blink said.

Messrs. Blink (l) and Schwimmer discuss plans for release Movie Quick Quiz *to TV stations.*

MR. SPONSOR:

Around the clock . . . all year long . . .

WJBK-TV HAS THE TELEVISION AUDIENCE IN DETROIT!

WJBK-TV	HOME HOOPERATINGS Sunday Thru Saturday 6-11 P.M.		
Nov.-Dec. '50	Dec. '50-Jan. '51	Jan.-Feb. '51	Feb.-Mar. '51
37.2	37.3	36.7	37.8
April '51	May '51	June '51	July '51
37.9	37.6	35.6	38.5
Aug. '51	Sept. '51	Oct. '51	12 Mos. Average
41.1	38.2	35.4	37.7

Just think! WJBK-TV's average TV-Home Hooperating, for the 12 months ending October 1951, is 37.7! The Sunday evening average alone, from April to October 1951, is 45.0!

Look at these other whopping Hooper averages WJBK-TV earned during 1951:

Mon. thru Fri. 8-12 AM (April-October).....49.9!
Saturday 12-6 PM (April-October).....41.3!

WJBK-TV's consistently high Hoopers in the major time segments during 1951 make WJBK-Television the wise time-buyer's choice for top sales results in the Motor City. To be certain your television dollar pays you the highest dividends in the 5-billion dollar Detroit market, check with your KATZ man today.

A FORT INDUSTRY STATION

WJBK —AM —FM —TV DETROIT

The Station with a Million Friends

NATIONAL SALES HEADQUARTERS: 488 MADISON AVENUE, NEW YORK 22, ELDORADO 5-2455

Represented Nationally by THE KATZ AGENCY, INC.

NEW TV STUDIO

NBC Opens Largest Unit

TCHAIKOVSKY's "Pique Dame," presented Thursday night on television opera theatre by the NBC Television Network, marked the opening of the newest and largest NBC studio, said to be one of the largest TV studios in operation anywhere.

Measuring 85 by 185 feet, the production area contains almost 16,000 square feet, as contrasted to the 10,000 square feet of 8-H, highly publicized and largest NBC studio in New York's RCA building.

Located in Brooklyn, the studio is housed in one of several buildings the network acquired last October from the Vitagraph Corp., subsidiary of Warner Bros., motion pictures producers. The NBC acquisition—its 15th TV studio—is across the street from the Old Vitagraph Studios. Network has converted the former motion picture studios—idle for the previous five years—for television production, including making such repairs as changing from coal to oil heat, installing control booths, and reconditioning the floors. Primary innovation technically is that spotlights, hanging on battens near the 35-foot ceiling, will be operated electrically rather than manually.

NTSC STANDARDS

RCA Colorcasts Continue

FIELD tests of the RCA system of color TV, modified to include standards adopted by the National Television System Committee, which were conducted throughout December, will be continued at least through this week, Dr. C. B. Jolliffe, RCA vice president and technical director, said Thursday.

January test programs are being telecast on a regular schedule—Tuesday-Saturday, 7-8:45 a.m., Dr. Jolliffe said. December tests had been aired on a Monday-Friday, 7-10 a.m., schedule. Purpose of the field tests, he said, is to provide video set manufacturers with NTSC signals for study and research.

The December test colorcasts originated at NBC studios in New York, were broadcast on VHF by KC2XJV, experimental station operating on Channel 4, normally occupied by WNBT (TV) New York, NBC TV station, and retransmitted Tuesday through Friday by KC2XAK, RCA-NBC experimental UHF TV station at Bridgeport. Programs were received in color on experimental receivers installed in the homes of RCA executives and engineers in New York, New Jersey and Connecticut and in the David Sarnoff Research Center of RCA at Princeton.

Dr. Jolliffe's statement noted that, as was reported when the tests began, the incorporation of NTSC standards into the basic RCA compatible color system required equipment changes only at the studio and that it was completed in a matter of a few hours.

WARRANTY RULING

No Tie-in, Says OPS

TV SET-MAKERS are prohibited from using a compulsory warranty in excess of 90 days where an additional charge is levied, the Office of Price Stabilization ruled Dec. 28. Such a warranty, OPS said, would constitute a tie-in sale and violate price regulations.

Any practice of manufacturers seeking to increase the duration of the base period warranty also would be violation, OPS ruled. Officials added that the proposal to increase the warranty charge while reducing set prices also would be prohibited.

Dropping of the former 90-day warranty "does not justify the proposed compulsory, longer warranty at an additional charge sought by some manufacturers," the announcement said.

"The general rules are that a seller may not require a tie-in sale and may not increase his ceiling prices," OPS asserted. "This, however, does not prohibit any seller from offering something in addition to that which he offered during the base period and from making an appropriate and reasonable charge for the item" in certain instances.

The reservation is that the purchaser "has a full option to take or leave the additional item." The ruling was issued in connection with Sec. 18 of the General Price Regulation and set forth in GCPR Interpretation 45.

The ruling was prompted by inquiries from manufacturers, some of whom require a purchaser to take additional warranties beyond designated periods (90 days or longer) when he purchased the set.

AMOS 'N' ANDY

Actors to Mail Ballots

MAIL ballots for NLRB elections to determine whether Screen Actors Guild or Television Authority shall represent *Amos 'n' Andy* actors will be sent to the actors Jan. 25, it was reported last week. Ballots will be counted Feb. 8 in the local NLRB office.

Some 45 actors are involved. The election is being held in accordance with an Oct. 16 board decision that actors in motion pictures made by the national television networks shall be in a separate bargaining unit from those in live network-produced TV shows. The *Amos 'n' Andy* series being produced by CBS-TV at Hal Roach Studios is the only show involved in the NLRB decision.

Bob Considine Move

NBC-TV's *Bob Considine Show*, sponsored by Mutual Benefit, Health, & Accident Assn. of Omaha, changes from 5:45-6 p.m. EST Saturday to 10:45-11 p.m. EST Tuesday time slot, effective tomorrow (Tuesday). Radio version continues in the Saturday 5:45 p.m. spot.

ENJOYING luncheon-meeting of Detroit Television Council are (seated, l to r): George W. Mason, president, Nash-Kelvinator; Paul Whiteman, band leader and emcee of *TV Teen Club* on ABC-TV, sponsored by Nash-Kelvinator; Walker R. A. Graham, acct. exec., Geyer, Newell & Ganger. Standing (l to r): James G. Riddell, president and general manager, WXYZ-TV Detroit, and Charles J. Coward, merchandising mgr., Nash-Kelvinator.

COMMENDATION to *Traffic Court*, seen on WWJ-TV Detroit, is presented to William J. Scripps (r), a director of station, by Richard Harfst, executive director, Automobile Club of Michigan. Show is beginning third year, presented with cooperation of Traffic Safety Assn. and Detroit Police Dept.

LOOKING over contract for *Sports Classic*, half-hour bowling show sponsored by Hotpoint, Chicago, over WKBW(TV) there are, (seated, l to r): Rudy Boedecker, president, Chicago Classic League; M. K. Brody, district manager, Hotpoint; Allen T. Lacey, sales manager, major appliances, GE Supply Corp. Standing: Matt Niese (l), Faetz-Niesen Recreation; Richard Ettelson, David Ettelson & Assoc.

FOLLOWING speech by Sen. John W. Bricker (R-Ohio), second from right, at premiere of new series on WLWC (TV) Columbus, featuring top public figures, these four join in shop-talk. Shown (l to r) are: Richard Mall, WLWC announcer; Hal Conefry, president, Ohio Legislative Correspondents Assn.; Sen. Bricker, and James Leonard, general manager, WLWC.

TOP Denver advertising executives gathered at KLZ Television Preparation Clinic to discuss TV problems with Edward Codel, second from right, director of TV, Katz Agency, a guest speaker. Present were (l to r): Bill Prescott, Ball & Davidson Agency; Rev Fox, MacGruder-Bakewell-Kostka; Clayton Brace, KLZ; Clair Henderson, Arthur G. Rippey & Co; Jack Tipton, KLZ; Mr. Codel, and Bob Betts, Bob Betts Agency.

you'll see it first thing...

"today"

7-9 AM EST

Before you leave home in the morning...
even before you finish your second cup of coffee... you
are going to become an ear and eye witness to
every major world event—as it happened while you slept,
as it happens *now*. This is the NBC Television program called
"Today". This is the program that *entertains* as it informs.
This is the morning briefing-session that will
arm you with information to meet the day—
more fully than any citizen has ever been armed before.

See **"today's"** *debut. January 14, 1952, 7 to 9 am EST*

NBC TELEVISION

AMERICA'S NO. 1 NETWORK FOR ENTERTAINMENT, NEWS AND INFORMATION

A Service of Radio Corporation of America

COMPARATIVE NETWORK TABULARITY

TELECASTING — EVENING

SUNDAY

	ABC	CBS	DuMONT	NBC
6:00 PM	Ralston (alt. sp.) Space Patrol L	*Out There*		General Foods Roy Rogers F
6:15				
6:30	The Ruggles F	*Mr. Imagination*	*Georgetown U. Forum*	General Foods Claudia L
6:45				
7:00	Goodyear Paul Whiteman L	Wrigley Gene Autry Show	*Stage Entrance*	Chesterfield Sound Off Time Liggett & Myers
7:15				
7:30	Kaiser-Frazer The Adventures of Ellery Queen L	American Tobacco This Is Show Business		General Foods Young Mr. Bobbin
7:45				
8:00	*King's Crossroads* F	Lincoln-Mercury Dealers Toast of the Town		Colgate Comedy Hour C-P-P
8:15				
8:30				
8:45				
9:00	Arthur Murray Inc Arthur Murray Party L	General Electric Fred Waring (9-9:30 eff. Jan. 13)	Clorets Chlorophyll Gum and Indus. Tape (Texcel) King Detect	Goodyear Corp. (alt. with) Philco Corp. TV Playhouse
9:15				
9:30	*Marshall Plan* F&L	Bristol Myers Break the Bank	Larus & Bro. Co. Plainclothes Man	
9:45				
10:00	B. Graham Evan. Assn Hour of Decision F	B.F. Goodrich Celebrity Time-		P&G Red Skelton Show L
10:15			Crawford Clothes They Stand Accused	
10:30	Young People's Church Youth on the March F	Jules Montenier What's My Line		Regent Cigs Cameo Theatre L
10:45				
11:00		Norwich Sunday News Spec.		
11:15 PM				

MONDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30	Kellogg Space Cadet L			
6:45				
7:00			General Foods Capt. Video	RCA Kukla, Fran & Ollie
7:15				*Bob & Ray Show*
7:30	Ironrite Hollywood Screen Test L	GM-Oldsmobile News		P&G Those Two L
7:45		Chesterfield Perry Como		Camel News Caravan L
8:00	Seiberling The Amazing Mr. Malone (alt.) Bristol Myers Mr. D. A. L	Lever Lux Video Theatre	*Pentagon Washington*	Speidel P. Winchell J. Mahoney
8:15				
8:30	*Life Begins At 80* L	Lever-Lipton Godfrey's Talent Scouts	*Johns Hopkins Science Review*	Firestone Voice of Firestone L
8:45				
9:00	Skippy Peanut Butter You Asked For It L	P. Morris I Love Lucy		Admiral Lights Out L
9:15				
9:30	TBA	General Foods Sanka It's News To Me	Co-op Wrestling with Dennis James	Johnson Wax S. Maugham Theatre alt. with American Tobacco Co. Robert Montgomery
9:45				
10:00	*Bill Gwinn Show* L	Westing-house Studio One		
10:15				
10:30	Co-op Stud's Place L			Co-op Who Said That L
10:45				
11:00		Longines Chrono-scope		
11:15 PM				

TUESDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45				
7:00			General Foods Capt. Video	Natl. Biscuit Kukla, Fran & Ollie
7:15				*Bob & Ray Show*
7:30	P&G Beulah F	GM-Oldsmobile News		Chevrolet Dinah Shore L
7:45		Fatima Stork Club		Camel News Caravan L
8:00	Mogen-David Wine Chas. Wild Private Detective L		*What's the Story With Walter Kiernan*	
8:15		*Frank Sinatra Show*		Texas Oil Co. Texaco Star Theatre
8:30	*Met. Opera Auditions* L		Curtis Publishing Co. Keep Posted	
8:45				
9:00	*United—Or Not* L	Schick Inc. Crime Syndicated	Serutan Battle of the Ages	P&G Fireside Theatre
9:15				
9:30	*On Trial* L	Electric Auto-Lite Suspense	*Quick on the Draw with Bob Dunn*	Armstrong Circle Theatre L
9:45				
10:00	*Film*	Block Drug Danger	Co-op Hands of Destiny	P. Lorillard Original Amateur Hour L
10:15				
10:30	*Chicago Symphony* (Except WJZ-TV) L	R. J. Reynolds My Friend Irma		
10:45				TBA
11:00		(11:15-11:30) Burlington Milfs Continental (st. 1-22)		*Nick Kenny Show* L
11:15 PM				

WEDN

	ABC	CBS
6:00 PM		
6:15		
6:30	Kellogg Space Cadet L	
6:45		
7:00		
7:15		
7:30	Bendix Swanson (alt. wks.) The Name's The Same L	GM-Oldsmobile News
7:45		Chesterfield Perry Como
8:00		Pillsbury Toni (alt.) Godfrey & His Friends
8:15	*Paul Dixon* L	
8:30		Liggett & Myers Godfrey & His Friends
8:45		
9:00	*Please Draw Quickly* L	Colgate Strike It Rich
9:15		
9:30	Rhodes Pharmacy The Clock L	P. Lorillard The Web
9:45		
10:00	Celanese Corp. Celanese Theatre (alt. wks.) L	Pabst Sales Co. Pabst Blue Ribbon Bouts
10:15	Frigidaire Pulitzer Prize Playhouse L	
10:30		General Cigar Sports Spot
10:45		
11:00	Co-op Wrestling L	Longines Chrono-scope
11:15 PM		

TELECASTING — DAYTIME

SUNDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30				
9:45				
10:00				
10:15				
10:30				
10:45				
11:00				
11:15				
11:30				
11:45				
12:00 N	R. Joe Inc. Ranger Joe L	*In The Park*		
12:15 PM	*The Magic Screen* F			
12:30	Voice of Prophecy Faith For Today L	M&M Ltd. Candy Carnival	Walter H. Johnson Candy Co Flying Tigers	
12:45				
1:00	*Horizons* L	*Take Another Look*		*Frontiers of Faith* L
1:15				

MONDAY - FRIDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30				
9:45				
10:00		M-Th 10-10:15 CBS News		*Mel Martin Show* L
10:15		10-10:30 CBS News (Fri.)		
10:30		Lever-Rinso (M.Th.) Arthur Godfrey		*It's In the Bag* L
10:45				
11:00		*Film Theatre*		*Ernie Kovacs Show* L
11:15				
11:30	*Dennis James Show* (Mon.) L	C-P-P (MWF) Strike It Rich		*Dave and Charlie Harkness and News*
11:45				
12:00 N	Warner Hudnut (M-W-F) Ameche-Langford (S. Tu-Th) L	*Egg & I*	*Woman's Club*	Prtcpting. Sponsors
12:15 PM		Amer. Home All Products Love of Life	*Noontime News with Walter Raney*	Ruth Lyons' 50 Club L
12:30		P&G Search for Tomorrow	*Take the Break with Don Russell*	*Luncheon Date* L
12:45		*Steve Allen*		
1:00	(See Footnote)	P&G T.&Th. Steve Allen	Premier Products Rumpus Room with Johnny Olsen	
1:15				

SATURDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30				
9:45				
10:00				
10:15				*Rootie Kazootie*
10:30	Hollywood Candy Co. (alt. wks.) Junior Circus L			
10:45				*Cactus Jim*
11:00	*Personal Appearance Theatre* F	*The Whistling Wizard*	Internatl. Shoe Co. Kids & Company	
11:15				
11:30	McKesson & Robbins A Date with Judy L	Brown Shoe Smilin' Ed McConnell		*Midwest Hayride*
11:45				
12:00 N	General Mills Betty Crocker L			
12:15 PM		National Dairy The Big Top		
12:30	Carter Prods Cty Hospital L (alt. wks. TBA)			
12:45				
1:00				
1:15				

DAYT

	ABC
1:30 PM	
1:45	
2:00	
2:15	
2:30	
2:45	
3:00	
3:15	
3:30	
3:45	
4:00	
4:15	
4:30	
4:45	*TV Tots Time* F
5:00	Canada Dry (5-5:30)
5:15	Super Circus
5:30	Peter Shoe M&M alt. sp. 5:30-6) L
5:45 PM	

EVENING — FOR JANUARY 1952

WEDNESDAY

CBS	DuMONT	NBC
		RCA Kukla, Fran & Ollie; *Bob & Ray Show* L
GM-Oldsmobile News; Chesterfield; erry Como	General Foods Capt. Video	P&G Those Two L; Camel News Caravan L
Pillsbury Toni (alt.) Godfrey & His Friends		Reynolds Metals B.T. Babbitt Congoleum-Nairn, Norge Kate Smith
Liggett & Myers Godfrey & His Friends		
Colgate Strike It Rich	*Famous Jury Trials*	Krafts Foods Television Theatre L
P. Lorillard The Web		
Pabst Sales Co. Pabst Blue Ribbon Bouts		Bristol-Myers Break the Bank L
General Cigar Sports Spot; Longines Chrono-scope		R. J. Reynolds Pantomime Quiz

THURSDAY

ABC	CBS	DuMONT	NBC
			Natl. Biscuit Kukla, Fran & Ollie; *Bob & Ray Show*
General Mills Lone Ranger F	GM-Oldsmobile News; Fatima Stork Club		Chevrolet Dinah Shore L; Camel News Caravan L
Toni, H. Bishop (alt.) Stop The Music L	Carnation Burns Allen (alt.) Ronson-Star of Family	*This Is Music*	DeSoto-Plymouth Groucho Marx F
Lorillard Stop The Music L	Blatz Brewing Amos 'n' Andy	Tydol Headline Clues Broadway to Hollywood	Borden T-Men in Action L
Chuett Peabody Herb Shriner L	Esso Alan Young Show	*Shadow of the Cloak*	Fatima Cigarettes Dragnet F
American Tobacco Meet the Champ L	Lever Rinso Big Town		Ford; Ford Festival L
How Did They Get That Way? L&F	Philip Morris Racket Squad	TBA	U.S. Tobacco Martin Kane
Maslnd Sons At Home Show L; *Carmel Myers* L	Carter Toni (alt.) Crime Photog-rapher		Standard Oil Wayne King
	Burlington Mills Continental (st. 1-24)		*TV Opera* (once a month) L

FRIDAY

ABC	CBS	DuMONT	NBC
Kellogg Space Cadet L			
Green Giant Linkletter F (alt.) Brown Shoe, Say It With Acting L	GM-Oldsmobile News; Chesterfield Perry Como		P&G Those Two L; Camel News Caravan L
Sterling Drug Mystery Theatre F	General Foods Maxwell House Coffee Mama	Mennen Co. Twenty Questions	RCA Victor Show
General Mills Stu Erwin F	R. J. Reynolds Man Against Crime		Gulf Oil; We, The People
Crime with Father L	Schlitz; Schlitz Playhouse of Stars	Old Gold Down You Go	American Cig. & Cig. Big Story
Kreisler, Masland (alt. sp.) Tales of Tomorrow L (alt.) TBA			Campbell; Aldrich Family
	Gen. Mills (alt. wks.) Grove Live Like a Millionaire	Drug Store TV Prod. Cavalcade of Stars	Gillette; Cavalcade of Sports
	Pearson Pharmacal Hollywood Opening Night		Chesebrough Greatest Fights
	Longines Chrono-scope		

SATURDAY

ABC	CBS	DuMONT	NBC
Amend Co. Meet the Champ L			
Anthracite Int. Better Home Show L	*The Big Question*; *CBS News*		*Mr. Wizard* L
Film	Lambert Pharmacal The Sammy Kaye Show	*Pet Shop*	*Assembly VI*
	Sylvania Beat The Clock		Manhattan Soap One Man's Family
Nash-Kelvinator Whiteman TV Teen Club L	Anheuser Busch Budweiser; Ken Murray		Snow Crop Pet Milk Kellogg; All Star Revue
Film			
Inter-Collegiate Basketball L	Pepsi-Cola; Faye Emerson		Reynolds S.O.S. Benrus
	The Show Goes On		Libby, McNeill & Libby Lehn & Fink Eversharp
	Songs For Sale	Co-op; Wrestling from Chicago; Jack Brickhouse	Your Show of Shows
			American Tobacco Your Hit Parade
Song Time L			

6:00 PM
6:15
6:30
6:45
7:00
7:15
7:30
7:45
8:00
8:15
8:30
8:45
9:00
9:15
9:30
9:45
10:00
10:15
10:30
10:45
11:00
11:15 PM

DAYTIME

SUNDAY

ABC	CBS	DuMONT	NBC
			American Inventory L
			Battle Report
	Big Question		Bohn Alum. American Forum L
	Quiz Kids		Johns-Manville Fair Meadows USA L
	Alcoa Alum. Co. See It Now		Hallmark Sarah Churchill L
	Columbia Workshop		Revere; Meet the Press
	What in the World		Minn. Mining & Mfg. Juvenile Jury
TV Tots Time F; Canada Dry (5-5:30); Super Circus; Peter Shoe M&M alt. sp. 5:30-6) L	*United Nations*		Quaker Oats 200 Parade L; Derby Foods Sky King Thtr., F alternate Those Endearing Young Charms
	mp Unto My Feet		

MONDAY - FRIDAY

ABC	CBS	DuMONT	NBC
	Garry Moore Show; (See footnote)		
	P&G First 100 Years; *Bride & Groom*		
	Mike & Buff Show		The Big Payoff CPP (M-W-F)
	General Foods (W-F) Bert Parks Show*		(MWF) Gen. Foods Bert Parks (TuTh) G.E. Bill Goodwin
	United Nations in Action (Film)		Participating Sponsors Kate Smith Hour
			Lever Hwkns. Falls L; Gabby Hayes*
			Mars, C-P-P Welch, Klog. Int. Shoe Wander Howdy Ddy. L

SATURDAY

ABC	CBS	DuMONT	NBC
	Basketball		
			American Youth Forum
			Nature of Things
			Mutual Benefit B. Considine

Explanation: Programs in italics, sustaining; Time, EDT. L, live; F, film; K, kinescopic recording; E, Eastern network; M, Midwestern; NI, non-interconnected stations; S, sustaining.

ABC—1-1:30 p.m., Tues., Jessie's TV Notebook participating). Clorox & Crosley (L); 1-1:15 p.m., Wed., Gaylord Hauser, Minute Maid (also Fri., same time, sustaining); (L).

CBS—1:30-2:15 p.m. Best Foods,G. E., Hansen's, Labs, P&G, Qkr. Oats, Reynolds, Standard Brands, Stokley-Van Camp, O'Cedar, Corn Prods, Garry Moore Show.

2:45-3 p.m., Th., Bride & Groom; Hudson Paper Co.

3:30-4 p.m., Mon. Bert Parks Show S.

3:30-4 p.m., Tues. & Th., Mel Torme Show, S.

NBC—Mon.-Fri., 7-9 a.m., Today Dave Garroway, L.

*Quaker Oats—Mon. & Fri.; Peter Paul—Th.

5:30-6 p.m., M-F, Firms listed sponsor Howdy Doody in 15 min. segments.

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

January 7, 1952 *Copyright 1952*

"today" *is a new sales horizon in television*

7-9 AM EST

"today"

is head-in-the-clouds feet-on-bedrock programming...

from the network where successful pioneering is a habit; and it's aimed straight at the 3 out of 4 families who tune at least once each week to broadcasts of news and entertainment between 7 and 9 a.m. Moreover, because "Today" *listens as well as it looks*, it will fit naturally into the morning habit patterns of these families.

"today"

is news, entertainment, information. It's wire-photos of a Paris style show, as they come off the wires! It's Churchill's voice from London, within hours of his speech; it's an NBC-TV star interviewed at breakfast. It's a walking, talking newspaper – where every feature comes to life.

"today"

is every known means of communication – even television's new Walkie-talkie – all used for the first time to feed the raw news into NBC's "Studio of Tomorrow".

"today"

is DAVE GARROWAY, up-dating you completely on world events every twenty minutes as he pilots the fast moving two-hour show.

"today"

is the time for you to ask about the program's cost-sharing format, which will permit advertisers with modest budgets to participate in network tv for the first time.

We've done an exciting movie about this program, too. We'll be glad to arrange a showing for you; but better hurry, the show goes on the air January 14, 1952.

"today"

7-9 AM EST

NBC TELEVISION

AMERICA'S NO. 1 NETWORK FOR ENTERTAINMENT, NEWS AND INFORMATION

A Service of Radio Corporation of America

EMPIRE STATE

TV Antenna May Be Copied

TV ANTENNA located on the mast of New York's Empire State Bldg. and used in common by five TV outlets and three FM stations will be used as model for similar community antennas to be built in Minneapolis and Detroit, it has been revealed. Completion of the Empire State project was formally announced last month.

Total cost of the New York TV project reached $875,000, of which some $560,000 was spent by building owners to construct the 222-ft. TV tower. Another $315,000 was spent by the owners and broadcasters for electronic development. Each broadcaster using the site also invested an approximate $400,000 for transmitters and lines.

Fifth Station on Tower

Fifth and final station to occupy its tower position was WCBS-TV, which started transmission from the Empire State Dec. 14 with its 11 a.m. opening of *The Margaret Arlen Program.* William B. Lodge, CBS television vice president in charge of engineering, appeared as Miss Arlen's guest to explain construction details.

Although there is no more room on the tower, more stations may be accommodated on the mast itself, with the number to be limited by compromises regarding space and equipment allotted to each occupant. WOR-TV New York has shown interest in the idea and WATV (TV) Newark, N. J., has requested FCC authority to transfer its equipment to the New York location soon.

Service area for most stations, since their occupancy of the site, has just about doubled, according to Dr. Frank G. Kear, consulting engineer for the project, who described the reliable radius of transmission as about 70 miles. Signals thus cover an area of some 10,000 sq. mi. with an estimated audience of 17 million people. Broadcasters feel another significant change for them will occur when FCC permits a further power increase: A jump from the present 25 kw to 100 or 200 kw would increase their service range another 10-15 miles, adding another 4,000 sq. mi. to their coverage, he said.

Transmitting equipment used by each station is slightly different, with engineers having devised their own variations of the essentially similar designs. Mobility of antenna further enables each station to control its transmission, projecting with special strength to particular areas if it so chooses.

Transmitter rooms of the stations operating from the mast are located in the upper floors of the building, along with electrical equipment furnishing 350 kw for other functions within the skyscraper—as much as is utilized by a city the size of Albany. Television equipment requires an additional 200 kw.

The basic tower, which weighs about 60 tons, was built to withstand a wind velocity up to 150 miles an hour, and "any breeze strong enough to blow it over will probably blow the whole building over first," Dr. Kear said. The tower is tipped with a lightning rod, already pitted in more than a hundred places where bolts have struck. There are also two special pyrex bulb beacon lights—developed especially for this use by General Electric after ordinary lamps proved unable to last longer than three weeks—and deicing equipment. Tower is fitted with eight separate antenna systems, which include 116 radiating elements or dipoles, feed cables, transmission lines, transformers, junction boxes and "doghouse," an open-sided box in which thermostat control of the deicing equipment is housed.

Elevator Relay Used

Greatest difficulty in assembling the tower, according to Bernard B. Eichwald, head of the B. Eichwald Co., installation engineering firm, was relaying the equipment through several flights of elevators to the top of the Empire State mast, where it was lifted to its final position by company cranes. Units were built to fit into elevator shafts, but some had to be lashed to elevator cars for hoisting, and occasional pieces had clearances of only half or quarter of an inch. Moving had to be done during non-public hours, primarily between midnight and 8 a.m., since visitors are permitted on the 86th floor observation deck on Saturday and Sunday.

Weather added to working difficulties, with winds of 40 mph registered at building top when there seemed to be no wind at all at street level. Rain and snow further hampered the outdoor operations, but there were no accidents during construction, Mr. Eichwald reported. "It's when everyone has his feet literally on the ground that carelessness sets in," he said.

John B. Deering, RCA Service Division, reported that although development and construction of tower plans have been completed—with scaffolding fully removed—some testing and adjusting of equipment remains to be done. "We want to know *exactly* how it operates," he said.

ABC reports that it brought the signal strength of its WJZ-TV New York up to "maximum" after correcting deficiencies which were confirmed by aerial measurements made by helicopter [CLOSED CIRCUIT, Dec. 17].

Clover Leaf Patterns

Shortly after WJZ-TV began using the Empire State tower in August, surveys showed that in certain areas reception had not improved as much as might reasonably be expected. Frank Marx, ABC vice president in charge of engineering, reported field tests were made by ground units, but it still was impossible to determine whether the variations in signal strength were due to antenna faults or other causes. Then came the helicopter tests, made by John Preston, ABC chief allocations engineer.

These showed that the WJZ-TV signal radiations, instead of approximating a circle, loped out from the antenna in a clover-leaf pattern, not conforming in actual operation to the results indicated by tests before the antenna was installed, ABC spokesmen reported. Then engineers made alterations, after which another helicopter test indicated the antenna now "meets all specifications and delivers the required signal strength that should have been forthcoming last August."

Others using the tower are WNBT (TV), WPIX (TV) and WABD (TV).

WATV (TV) MOVE

FCC Defers Request

MOVE of WATV (TV) Newark to the top of the Empire State Bldg. in New York City was temporarily stymied last week when the FCC placed the New Jersey TV station's application in the pending file.

The Commission said it could not decide the WATV request until after the freeze is lifted because of the CBS comment which recommends use of Channel 13 in Providence, R. I., 162 air miles from Newark and 154 miles from New York. WATV operates on Channel 13 with 30 kw. It had asked for the same frequency from the top of the Empire State Bldg. with 5 kw. Already operating from the Empire State Bldg. are all New York TV stations except WOR-TV.

KTLA Sales Record

KTLA (TV) Hollywood has recorded largest sale of time in station's history. Ten thousand minutes were sold during first 12 days of December. Fifteen sponsors who purchased total of 9,790 minutes, are:

Standard Oil Co. of Calif.; White Rock Corp., New York; Globe Mills Division of Pillsbury Mills, Los Angeles; United Air Lines, Chicago; Servel Inc., Evansville, Ind.; Barbara Ann Division of Langendorf United Bakeries, Los Angeles; Los Angeles Brewing Co. (Eastside Beer); Belvedere Mfg. Co., Los Angeles (Adler Sewing Machines); French Sardine Co., Terminal Island, Calif. (Star-Kist Tuna); Roman Meal Co., Tacoma, Wash.; and Raichert Sewing Machine Co., (Necchi Sewing Machines); Gordon Bread Co., Clinton Clothing Mfg. Co., Karl's Shoe Stores and Big Four Appliance Dealers, all Los Angeles.

Another 300 minutes were accounted for by 10, 20, and 60 second spot announcements.

LOOKING FOR THE LADIES?

You'll find them watching "KAY'S KITCHEN" on WHEN every week day morning at 10 o'clock.

This popular local homemaker's feature immediately precedes the "ARTHUR GODFREY MORNING SHOW" on WHEN.

"KAY'S KITCHEN" is right smack in the middle of the big WHEN morning program line-up.

8:55—World News
9:00—Langford-Ameche
10:00—KAY'S KITCHEN
10:15—Arthur Godfrey
10:30—Feature Film
11:30—Strike It Rich

Say WHEN TELEVISION

TO YOUR NEAREST KATZ AGENCY MAN AND PUT "KAY'S KITCHEN" TO WORK FOR YOU!

WHEN TELEVISION SYRACUSE

CBS • ABC • DUMONT

A MEREDITH STATION

COLOR EQUIPMENT

No Early Remedy Seen

THE GOVERNMENT is in no great hurry to hurdle self-erected obstacles posed by its own recent color TV equipment blackout.

As a result, there appears to be little prospect that production authorities will either spell out or partially repeal the original order. The regulation prohibits the manufacture of color TV sets and attachments "designed to permit or facilitate the reception of color television."

Thus, the future of available materials for such projects as Paramount Pictures' Lawrence tri-color tube and 20th Century-Fox Film Corp.'s Eidophor-CBS theatre unit still hangs in the balance.

Core of confusion centers in part around the exemption for "experimental, defense, industrial and certain hospital and educational uses." Manufacture of color TV equipment for "use on closed circuit for industrial purposes" is permitted. Nor is the regulation intended to ban research and test programs related to further development of color video systems.

Position of the National Production Authority is inferred in an initial reply to the Washington legal firm of Arnold, Fortas & Porter, which represents Paramount Pictures Corp.

Paul Porter, Paramount attorney, asked NPA to clarify the color TV ban, which it had formalized earlier, following a joint industry conference with Defense Mobilizer Charles E. Wilson [B•T, Nov. 26, Oct. 29, 22, 1951].

While declining detailed comment on the issue, Mr. Porter last week told BROADCASTING • TELECASTING that NPA's reply is generally "unsatisfactory" and held out hope the agency would clarify the color ban order.

Seeking Authority

Mr. Porter said Paramount is not seeking a new quota of materials but merely authority to use present allocations in the Lawrence tri-color tube. He said he has requested a further clarification from NPA, specifically E. T. Morris, chairman of the Electronics Products Division.

Paramount reportedly has delayed production of the new Lawrence tube pending approval from the production agency.

The feeling of NPA, it was learned, is that the formal order "reflects the intent" of the industry-government session, and there is no need for amendment or partial repeal. Paramount reportedly was given to believe that it could file a request for materials required to proceed with the production of the Lawrence tube. Production was delegated to Chromatic Television Labs., a Paramount subsidiary.

The letter to Mr. Porter was under the signature of H. B. McCoy, assistant administrator of NPA's Textile & Leather Specialty Equipment Bureau.

The Lawrence tube is described as being able to receive any presently proposed color system and either monochrome or color telecasts. Claim is made that any "good quality" TV receiver now on the market can be altered to receive both by inserting the tube, adding an adapter and making minor circuit adjustments.

NPA authorities draw the distinction between materials for black and white sets and those needed for circuitry changes that would provide for home or theatre color TV reception.

In any event, authorities have agreed generally that the extent of change involved in circuitry would evolve as the major criterion. Materials earmarked solely for color TV end products are prohibited [B•T, Dec. 3, 1951].

Again, however, NPA left the door open — and "manufacturers to their own devices"—in its reply on the Paramount-Lawrence case.

The theatre TV problem is pointed up by the 20th Century-CBS-Eidophor case. In this instance, despite reports to the contrary, 20th Century has not elicited a clarification from government officials. Eidophor is a theatre TV system described as capable of projecting color on any size screen, either live or on film, via the CBS method.

The film corporation reportedly has agreed to defer to the Motion Picture Assn. of America before taking individual action. But the company is expected to take definite action sometime this month. Whether this would involve an appeal for amendment of the NPA order or request for materials was not immediately known.

The order was explained and discussed at a meeting in New York early in December and referred to attorneys for different associations. Participating were representatives of the MPAA, Theatre Owners of America, National Exhibitors Theatre Television Committee and a smaller unit of motion picture exhibitors.

Legal firm is Welch, Mott & Morgan, Washington, which expects to submit a brief on behalf of MPAA and TOA soon.

Engineers associated with the Eidophor theatre TV system reportedly have assured 20th Century Fox Film Corp. that the additional quantity of materials needed for color is "insignificant" compared to those for black and white video. Monochrome theatre TV is not prohibited, it was noted.

20th Century-Fox had set a springtime target date for initial production of the Eidophor unit, though it conceded in November that shortages may delay the starting date.

Another bystander in the confused color TV equipment picture —and one of the first victims—is CBS-Columbia Inc., comprising the Air King Products Co. which CBS absorbed in last summer's merger.

Withdraws Petition

The manufacturing subsidiary of CBS Inc. has "withdrawn without prejudice" its petition for an appeal of a previous NPA ruling under which materials for color TV went by the boards.

The feeling of CBS Inc. reportedly was that its production of black and white sets has not expanded sufficiently to justify an enlarged base period quota over and above that for Air King under Hytron Radio & Electronics Corp.

If CBS Inc. decides to reinstate its appeal, it was learned, the plea for larger allocations will be a new one, based on first-quarter 1952 needs.

The advent of the color TV equipment manufacturing blackout led to a series of postponed appeal hearings as CBS Inc. reconsidered its position. Any new appeal would be limited, of course, to a request for more materials than that allocated to Air King (a small firm) on the basis of estimated output of black-and-white sets, phonographs and record-players and other items.

FILM RIGHT SUIT

TV Release Is in Issue

UNITED ARTISTS spokesmen said last week the corporation will fight the attempt of George and James Nasser, independent movie producers, to force return from UA of four motion pictures for the purpose of releasing them to television.

In efforts to force return of the films, which reportedly were produced at a cost of $4 million, the Nasser brothers in mid-December filed a show-cause petition in Los Angeles with Referee-in-Bankruptcy Benno M. Brink. Hearing was set Jan. 10.

UA New York executives last week let it be known that they would fight. They instructed Los Angeles Attorney Lloyd Wright to seek to restrain the Nasser brothers from taking possession of the four feature films.

The distributing company claims the contract with the Nassers is to lease films to television after their theatrical showing only when other major companies engage in similar marketing.

George T. Goggin, attorney for the brothers, stated that the contract with UA provided that in the event that TV becomes a major market, the distributing company would release the pictures on a basis comparable with video releases by other companies.

Mr. Goggin pointed out that in the petition, "We contend that TV has now become a commercial practice and that United Artists has failed and refused to release these pictures so that we can release them to television."

Should the Nassers be victorious, it would open the way for other independent film producers to file similar action, it was noted.

TIJUANA FIRE

KFMB-TV Covers Aftermath

KFMB-TV San Diego filmed complete follow up of a fire in nearby Tijuana, Mexico, which took the lives of 45 persons. The flames broke out at a Christmas party for needy children on Saturday night.

Early Sunday, John A. Kennedy, board chairman of KFMB-AM-TV, routed staffers who rushed to the scene. At 8 p.m. that day, Newsman Harold Keen went on KFMB-TV with still photos, live dialogue and taped interviews. At 9:30 p.m., Mr. Keen went on again, this time with motion pictures of the blaze-gutted buildings and interviews with survivors and officials. Both the AM and TV stations interrupted other programs to present latest details.

TBSC Election

DON FEDDERSON, vice president and general manager KLAC-TV Hollywood, has been re-elected president Television Broadcasters of Southern California. Other officers re-elected were Richard A. Moore, general manager of KTTV (TV), vice president; Tom McFadden, general manager of KNBH (TV), secretary-treasurer. Edna G. Perkins continues as executive secretary.

FOR SALE

For television micro-wave relay use—one 200 foot "Skyline" double guyed tower complete with required obstruction lighting.

Also, four reflecting screens which permit the mounting of micro-wave dishes on ground.

FOR DETAILS, WRITE –

J. M. McDONALD,
Assistant Director of Engineering
Crosley Broadcasting Corporation
Crosley Square, Cincinnati 2, Ohio

They're from Missouri, so they had to be shown, in

ST. LOUIS!

KSD-TV

FOUR TYPICAL ADVERTISERS REPORT:

"Immediately after first telecast, sales of Stay-White potatoes and ready-to-serve salads jumped 25% and have increased each week since."

"The sales of Gulf Kist Breaded Shrimp almost doubled during the first four weeks of our original contract. To my knowledge we can attribute this success to no other source than the KSD-TV Homemaking Show."

"Chapman's Ice Cream Co. showed 26% increase in Ice Cream Pie sales for February, though the first 15-minute program started the last Saturday in January, and February was cold. The advertising impact was immediate."

"We bought trial participation on the Cooking Show for L & M Pastry Cloth. Thus far, for $200 of time, KSD-TV has produced 1,050 orders at 19c each . . . a remarkable job."

REPRESENTING TELEVISION STATIONS:

DAVENPORT (Central Broadcasting Co.—WHO-WOC)	WOC-TV*
FORT WORTH–DALLAS (STAR-TELEGRAM)	WBAP-TV*
LOUISVILLE (WAVE, Inc.)	WAVE-TV*
MIAMI (Wometco Theatres)	WTVJ
MINNEAPOLIS–ST. PAUL (DISPATCH-PIONEER PRESS)	WTCN-TV
NEW YORK (THE NEWS)	WPIX
ST. LOUIS (POST-DISPATCH)	KSD-TV*
SAN FRANCISCO (THE CHRONICLE)	KRON-TV*

*Primary NBC Affiliates

Yes, Spot Television Sells Goods!
For Further Facts, Ask:

FREE & PETERS, INC.

Pioneer Station Representatives
Since 1932

•

NEW YORK CHICAGO DETROIT

ATLANTA FT. WORTH HOLLYWOOD SAN FRANCISCO

film report

STERLING TELEVISION Co., New York, announces release of a new dramatic documentary film *Pattern for Survival*, featuring **William L. Laurence**, science writer for the *New York Times*. The show is produced by **Cornell Films** with the cooperation of the Army, Navy and American Red Cross. It shows what to do if an atomic attack comes without warning. The film has been approved by civil defense authorities, the company said.

* * *

ODYSSEY PICTURES, Culver City, Calif., plans to start shooting *Terry and the Pirates* within another week or two. Plans call for 52 half-hour films a year for three years, with an option for five more years. Each film is a complete story, written by **Barney Sarecky, Arthur Pearson** and **Norman Hall.**

* * *

ROLAND REED PRODUCTIONS, Culver City, Calif., which produces *Rocky Jones, Space Ranger*, has been contacted by the Whitman Publishing Co., Beverly Hills, Calif., to have *Rocky Jones* appear as comic book. The first issue is expected to be distributed to newsstands sometime this month.

* * *

THRILLS UNLIMITED, Los Angeles, completing *The Thrill of Your Life*, a group of 13 half-hour television films. The series depicts the major thrills in the lives of firemen, football players, pole jumpers and others. **Louis Weiss & Co.**, Los Angeles, will distribute the films.

* * *

LOEW-CHAIKIN PRODUCTIONS **Inc.**, Los Angeles, formed by **Marcus Leow II** and **William Chaikin**, to produce television films at **General Service Studios** in Hollywood. The new company starts shooting the first of 104 untitled quarter-hour dramatic films Jan. 15.

* * *

COMMODORE PRODUCTIONS, Los Angeles, has completed the first four programs of the *Clyde Beatty Show*, a television color-film series. **Walter White**, president of Commodore, leaves Jan. 14 for New York to confer with agencies about the 26 half-hour film series.

* * *

HARRIS-TUCHMAN PRODUCTIONS, Hollywood, headed by **Ralph Tuchman**, sales director, and **Fran Harris**, creative director, has moved to new offices at 6533 Hollywood Blvd. The phone is Hillside 5133. The new address was incorrectly given in FILM REPORT of Dec. 17.

* * *

ALEXANDER FILM Co., Colorado Springs, announces new TV commercial productions for the following organizations:

Kling Furniture, Mayville, N. Y., six 13-second film spots through Baldwin, Bowers & Strachan. **Maytag Co.**, Newton, Iowa, five 13-second films. **Chambers Range Co.**, Shelbyville, Ind., six 46-second films. **Sooner Select Foods**, Lawton, Okla., one 13-second and one 10-second film through George Knox & Assocs. **Bowman Biscuit Co.**, Denver, Col., one 20-second film through Ball & Davidson Inc. **Jaeger's Baking Co.**, Milwaukee, Wisc., one 20-second film through Allen & Reynolds Inc. **National Bedding Co.**, Albuquerque, N. M., one 10-second film through Robert Stevens Advertising.

* * *

JERRY FAIRBANKS PRODUCTIONS, Hollywood, prepares January shooting of **Lou Lilly's** original teleplay, *One for the Money*, for *Hollywood Theatre* video film series.

* * *

Sales . . .

KTTV (TV) Los Angeles has purchased 52 half-hour television films produced by **Revue Productions**, Hollywood subsidiary of **MCA.** The series to be released to KTTV for *Star Time*, Sunday, is currently being shown on CBS-TV, Monday, 10:30-11 p.m. (PST), as *Hollywood Opening Night.* KECA-TV Hollywood originally showed films as *Stars Over Hollywood.* Negotiations were concluded by **Tom Corradine**, KTTV film director, and **Bob Greenberg**, MCA representative. Included in the deal is KTTV's right to show each film twice.

* * *

SNADER SALES **Inc.**, division of Snader Telescriptions Corp., Beverly Hills, Calif., has opened an office in Cleveland at 1720 Euclid Ave. **Robert Blair** is in charge.

* * *

Non-Secular . . .

The Lutheran Church, Missouri Synod, St. Louis, enters the television film field with shooting of two test films in its proposed *This Is the Life* series by **Family Films Inc.** at KTTV (TV) studios, Hollywood. Each half-hour film, complete in itself, has a budget of about $20,000 and deals with the Christian way of life. **Ian M. Smith** is executive producer and **William Claxton** is the director.

* * *

Accompanying merger of the **Protestant Film Commission** with the **National Council of Churches of Christ** is the appointment of **Paul F. Heard**, executive producer and executive secretary of Protestant Film Commission, as film consultant in connection with program of pictures being made through organization's broadcasting and films branch. Mr. Heard, who heads Paul F. Heard Inc., independent film production company, will develop production plans, handle financing and various other functions as film consultant for merged groups. Mr. Heard's company will produce the film and television productions for the groups.

* * *

People . . .

Dick Lundy, director of *Barney Bear* animated films for Metro-Goldwyn-Mayer, Culver City, Calif., to Dudley Television Corp., Beverly Hills, as head of art and animation department.

* * *

John Morse, production coordinator on CBS-TV *Amos 'n' Andy* show, joins Jack Chertok Productions, Hollywood, as director of *Sky King* television film series.

* * *

Robert L. Lippert Jr. placed in charge of Tele-Pictures Inc., television sales division of Lippert Pictures Inc., Hollywood.

* * *

A branch office in Cincinnati will be opened this month by **Jerry Fairbanks Productions**, Hollywood. **James LaMarr**, sales executive of Wilding Pictures, Cincinnati, will head the new office as a vice president of Fairbanks Productions.

* * *

Charles Michelson, head of Charles Michelson Inc., New York, expected to arrive in Hollywood today (Monday) for one week to acquire sales distribution rights to a new television film series.

* * *

Frank Danzig, vice president of Skyline Productions, Hollywood, now in New York negotiating with sponsors on the recently completed *Skyline Theatre* television film series, which stars Celeste Holm.

Classic Productions

CLASSIC PRODUCTIONS, Hollywood, has been formed to produce films for TV and theatrical distribution through Classic Pictures, New York. Corporation principals are Max Rosenberg, president; Richard Barth, West Coast manager of Classic Pictures, in charge of production and distribution; George Moskov, executive producer. Schedule calls for production of six one-hour and 45 minute dramatic feature films this year. At the conclusion of pre-arranged theatrical runs, each film will be broken into three 26-minute films for national TV release.

KTLA Leases Films

PINE-THOMAS Productions has leased 10 feature films to KTLA (TV) Hollywood for two-year period with unlimited runs. All made since 1942, pictures were originally released through Paramount Pictures.

'betcha a million!
KSL-TV
Over $200,000,000 in new manufacturing industry has moved into Utah within the past three years . . . most of it located in the Salt Lake City region. And income from the other two basic Mountain West industries . . . agriculture and mining . . . is booming as well. This growth means more buyers with more money . . . and you'll reach this potential with . . . . . KSL-TV
SALT LAKE CITY, UTAH • REPRESENTED BY TELEVISION SPOT SALES • CBS • ABC • DUMONT

Swing Shift TV

MILWAUKEE defense workers on the second shift—75,000 of them—now will be able to see movies after midnight three times weekly on WTMJ-TV. The station, which is selling one-minute spots during the films, will telecast mysteries on Wednesday, Westerns on Thursday and top features on Fridays. It programmed the series after querying viewers about their reaction to post-midnight movies. One mail piece favoring the idea was a scroll signed by 1,000 employes of a company.

'LOOK' AWARDS

'Show of Shows' Triples

WINNERS of *Look* magazine's second annual TV awards were announced last week, with NBC-TV's *Your Show of Shows* placing in three top spots. This show was judged the best variety program; its stars, Sid Caesar and Imogene Coca, were named the best comedy team, and its Max Liebman was voted best producer.

Based on a poll of 1,000 television industry members and critics, winners were announced as follows: *Studio One*, best dramatic program; *Your Show of Shows*, best variety program; Kefauver Committee hearings, best public affairs program; John Cameron Swayze's *News Caravan*, best news program; Milton Berle, best m. c.; Max Liebman, best producer; *Zoo Parade*, best educational program; *Cavalcade of Sports*, best sports programs; Sid Caesar and Imogene Coca, best comedian or comedy team; Alex Segal, best director; Kefauver Committee hearings, special achievement.

Look said the winners were picked from some 240 programs telecast during the 12 months which ended in November. They are slated to appear on the Kate Smith program on NBC-TV next Sunday to receive the awards, according to present plans.

Coaxial Progress

SIX-TUBE coaxial cable now being laid between Amarillo and Oklahoma City at a cost of more than $5 million should be completed and ready for service by early this fall, the AT&T Long Lines Dept. has reported. New cable route will connect with existing cables running south from Oklahoma City to provide stormproof telephone service between the Panhandle and Central Texas. Circuit is not being equipped for video transmission initially nor are there any plans for TV service, an AT&T spokesman has said, but presumably the telephone company will provide facilities for connecting Amarillo with the cross-county TV hookup at such time as there is a call for service.

'OZZIE & HARRIET' FILM

Wide Promotion Planned

UNIVERSAL - INTERNATIONAL'S feature film, "Here Come the Nelsons," based on the ABC radio program, *The Adventures of Ozzie and Harriet*, will be subject of elaborate promotional campaigns by the network and the H. J. Heinz Co., sponsor of the radio show.

ABC and Universal - International have prepared special copy about the film and the radio program for mailing to ABC affiliates. Besides the instructions for tie-ins with local playing dates of the movie, they also have compiled a promotion kit and written spot announcements for broadcasters' use.

The Heinz Co. plans a record advertising and promotion campaign among its more than 30,000 dealers from coast to coast. Scheduled for the first three months of the year, the campaign will feature Heinz products in association with the motion picture's release. "Here Come the Nelsons" has its premiere in Pittsburgh Jan. 16.

'SURVIVAL' FILMS

FCDA Distributing

KINESCOPE film recordings of *Survival*, weekly half-hour program telecast on NBC-TV this past summer, are being made available to all television stations by the Federal Civil Defense Administration.

The films, comprising seven installments, are being sent to civil defense directors who in turn will dispatch them to some 65 TV cities throughout the country for one-time use without charge. The kinescopes will be sent later to various civil defense organizations for public showing [B•T, Oct. 22, 1951].

Series covers atomic attack, organization of defense units to combat attack and other aspects including techniques to be used by family units.

Hanna Joins Davis

PHIL HANNA, singing star of CBS Television's *Bride and Groom*, joins Phil Davis Musical Enterprises Inc., as vice president and director of new business in markets under 250,000 population. Besides his daily chore on the TV program and supervision of the opening of new markets for Davis Musical Commercials, Mr. Hanna, also a composer, will assist on the creative end of Mr. Davis' business.

Honorary Library

ASSN. of Documentary and Television Film Cameramen, section of NABET-CIO, announces inauguration of Robert Flaherty Memorial Library. Funds from recent showing of Flaherty films will be used by ADTFC—of which Mr. Flaherty was honorary president—to create library of technical and theoretical books on development of film craftsmanship.

FIRST

forced-air cooled tube

... still a favorite

Back when forced-air cooled tubes were just a gleam in our eye, it took upwards of 5 gallons of water a minute to cool a power tube of this class. Today, it's done entirely with air. Benefits: greater convenience in maintenance and operation.

Forced-air cooling is only one example of RCA's never-ending efforts to bring you the best in modern tube design. Insist on RCA quality tubes for your station operations.

Your RCA Tube Distributor can supply tubes for your station in minimum time. Call him!

RCA RADIO CORPORATION of AMERICA

ELECTRON TUBES HARRISON, N.J.

You get a BIG BONUS IN SETS

ON **WFBM-TV** INDIANAPOLIS

Says **DON MORRIS**
APPLIANCE DEALER
434 East Wood Street
Paris, Illinois

"PARIS is a WFBM-TV town!"

● The people of Paris, Illinois, are no different than those of Paris, France, in at least one respect . . . they like good entertainment, too! And they *get it* on WFBM-TV!

So do their neighbors—not just in their own Edgar County, but in neighboring Illinois and Indiana counties, a long way beyond WFBM-TV's 60-mile radius. And *that* adds up to a big BONUS market tapped by every WFBM-TV advertiser! Literally thousands of folks—on farms, in villages and cities—many more than 60 miles from Indianapolis, tune in this First Station in Indiana regularly!

And of course, WFBM-TV's 60-mile radius includes one of the country's richest market areas. Good jobs at high rates of pay mean there's money to spend . . . mean big money *is* spent . . . in this heart of Hoosierland. WFBM-TV *moves* merchandise in this market . . . it will move *yours*!

WFBM Radio Is First in Listening, Too!

★ FIRST *in the morning*!
★ FIRST *in the afternoon*!
★ and a GREAT BIG FIRST *at Night*!
50% more listeners at night than any other Indianapolis station.

★ Hooper Ratings, February through April, 1951

First in Indiana

WFBM-TV

Channel 6, Indianapolis

REPRESENTED NATIONALLY BY THE KATZ AGENCY

TELEVISION HIGHLIGHTS OF 1951

As Reported In BROADCASTING ● TELECASTING

(Radio Highlights of 1951 are on page 44)

Jan. 1—FCC announces new antenna construction and marking rules to be effective Feb. 15, to reduce alleged hazards to air traffic.

Jan. 1—Gillette Safety Razor Co. buys TV rights to World Series and annual All-Star baseball games for next six years for $6 million.

Jan. 1—B●T estimates TV set circulation at 9,832,000.

Jan. 1—Phonevision 90-day test begins, making feature films available to special group of homes.

Jan. 12—James H. S. Ellis, president of Kudner Agency, charges that TV is "getting too rich for the average advertiser's purse," as inter-network bidding for talent pushes up costs.

Jan. 15—FCC orders all stations to fill out detailed questionnaire on horse race information they broadcast.

Jan. 15—United Television Programs Inc., TV film program distributing service, formed by Edward Petry & Co., Standard Radio Transcription Services Inc. and Century Artists.

Jan. 19—TV licensees, meeting in Chicago, vote to form autonomous television trade association operating under aegis of NAB.

Jan. 22—BROADCASTING-TELECASTING YEARBOOK estimates total 1950 television time sales were $83.8 million, compared with $27.5 million in 1949.

Jan. 22—Musicians union presents demands to key stations of TV networks, including ban against recorded music between 8 a.m. and midnight, 50% pay increase.

Jan. 22—William S. Paley, CBS board chairman, named chairman of government Materials Policy Commission.

Jan. 24—TV Networks sign first labor agreement with Television Authority, covering performers in live shows.

Jan. 29—Volume of daytime sponsored programs on TV networks in January, 1951, is 10 times that of January, 1950 —41 advertisers sponsoring 273¼ hours a week, and eight using 13 participations.

Feb. 5—NAB structure overhauled to accommodate TV. Organization becomes National Assn. of Radio and Television Broadcasters, names Justin Miller chairman of combined board composed of autonomous 25-man radio and 13-man TV boards, paves way for full TV participation.

Feb. 16—Glen McDaniel, vice president of RCA, elected president of Radio-Television Mfrs. Assn.

Feb. 26—Ford Motor Co. first among TV network advertisers in 1950, spending $1.8 million; R. J. Reynolds second with $1.6 million; P. Lorillard third with $1.4 million, according to B●T analysis of Publishers Information Bureau reports.

March 5—NBC's gross income in 1950 was $92 million, 27% bigger than year before, the increase entirely due to TV.

March 10—Two of three Alfred I. duPont Memorial Awards for 1950 go to TV — to NBC-TV's John Cameron Swaze and to WFIL-TV Philadelphia.

March 19-22—Kefauver Crime Committee hearing telecasts become national phenomenon. Although committee had been on TV before in other cities, its New York sessions, televised on networks, reached record audiences. Special Hooper survey in New York shows crime hearings had as much as 100% of total audience.

March 22—FCC issues proposed TV allocations plan to distribute nearly 2,000 VHF and UHF TV stations to about 1,200 communities. Included are reservations of 10% of all stations for non-commercial, educational broadcasting.

March 26—CBS gross TV network billings in 1950 were $13 million, up 271% over 1949, according to CBS annual report.

April 2—FCC summary shows total TV revenue in 1950 was $105.8 million, triple that of 1949, and that half the TV stations were in the black at end of year.

April 19—One-day TV business session at annual NARTB convention at Chicago's Stevens Hotel agrees to hold program standards conference in May or June after Robert D. Swezey, chairman of special committee, explains urgency of industry's adopting standards before government moves in.

May 22—President Truman reappoints Wayne Coy to seven-year term on FCC.

May 23—ABC and United Paramount Theatres enter merger agreement, subject to FCC approval, in $25 million deal. As part of transaction, CBS would acquire UPT's WBKB (TV) Chicago for $6 million.

May 28—U.S. Supreme Court upholds FCC adoption of CBS color TV system. CBS will begin color casting by end of June. RCA says it will go ahead with public demonstrations of its "improved, compatible, all-electronic system."

May 31—Sen. William Benton introduces bill to set up National Citizens Advisory Board for Radio and Television, to "advise" FCC on program standards.

June 10—U.S. Census Bureau reports that at time census was taken, 14 months before, there were 5,120,000 television homes. B●T estimates of June 11 place TV set circulation at 12,263,000.

June 11—President Truman nominates FCC Comr. Frieda B. Hennock to New York federal judgeship.

June 15—Joe Louis-Lee Savold fight shown by closed circuit telecast in nine theatres to sell-out crowds. Theatre interests exuberant over potential of future theatre telecasts.

June 18—NBC's second Hofstra study finds TV owners spend more time with TV than with all other media combined, that on the average there are 37% more customers for packaged goods advertised on TV among TV viewers than among non-viewers.

June 22—ABC reorganized into four divisions — ABC Television Network, ABC Radio Network, ABC Owned Television Stations and ABC Owned Radio Stations.

June 22—NBC announces new code of television and radio broadcast standards, specifying, among other things, limits on commercial messages.

June 25—First commercial color telecast by CBS-TV. An hour's show with 16 sponsors participating.

July 1—Tenth anniversary of commercial telecasting. Bulova Watch Co., Sun Oil Co., Lever Bros. and Procter & Gamble were first four advertisers on WNBT (TV) New York July 1, 1941.

July 9—RCA demonstrates its compatible color TV system.

July 12—ABC-United Paramount Theatres merger approval asked of FCC.

July 16—CBS reorganized into six divisions, with presidents heading each: CBS Television Division, J. L. Van Volkenburg; CBS Laboratories Division, Adrian Murphy; CBS Radio Division, Howard S. Meighan; CBS-Columbia Inc., David H. Cogan; Columbia Records Inc., James B. Conkling; Hytron Radio & Electronics Corp., Bruce A. Coffin.

July 18—Eight TV set manufacturers share sponsorship of network telecast of Ezzard Charles-Joe Walcott championship fight to keep it out of theatres.

July 18—All-Industry TV Per Program Committee petitions New York federal court to fix reasonable terms for ASCAP station and network licenses.

Aug. 2—FCC grants visual power increases to 14 TV stations.

Aug. 6—Ford Foundation creates Television-Radio Workshop, financed by $1.2 million grant, to produce cultural-educational programs for broadcast on commercial stations.

Aug. 27—FCC sets ABC-United Paramount Theatres merger application for consolidated hearing with Paramount Pictures-DuMont license renewals, apparently intending to explore whole question of movie interests in telecasting.

Sept. 4—First coast-to-coast live television broadcast. President Truman is telecast addressing Japanese peace treaty conference in San Francisco.

Sept. 17—B●T TRENDS survey reports business volume on TV stations will be 39% bigger in fall of 1951 than fall of 1950.

Sept. 19—New tri-color TV tube, invented by atomic physicist Dr. Ernest O. Lawrence, demonstrated at "private showing" by Chromatic Television Labs., subsidiary of Paramount Pictures Corp. On strength of favorable report by *New York Times* reporter who attended showing, Paramount stock jumps $6 in day.

Sept. 24—New Jersey Superior Court issues precedent-setting opinion that Bill of Rights protection of freedom of speech and press applies to broadcasting.

Sept. 30—WLTV (TV) Atlanta goes on air as 108th U.S. television station.

Oct. 8—U.S. Dept. of Commerce reports average income of radio-TV employes is highest in all U.S. industry.

Oct. 15—Radio-TV properties of General Tire & Rubber Co. and R. H. Macy & Co. will merge. TV properties: WOR-TV New York, WNAC-TV Boston, KHJ-TV Los Angeles. Radio properties: WOR New York, WNAC Boston, WEAN Providence, WONS Hartford, KHJ Los Angeles, KFRC San Francisco and KGB San Diego.

Oct. 19—At request of Defense Mobilizer Wilson, CBS suspends TV color broadcasting and manufacturing "for the duration of the emergency."

Oct. 19—62 of 70 NARTB member TV stations endorse in principle stringent code of standards that includes penalties for violators.

Oct. 25—Defense Mobilizer Wilson gets agreement from all manufacturers to quit color TV production although they will proceed with color research.

Oct. 31—After Senate Judiciary Committee pigeonholes her nomination as federal judge, FCC Comr. Frieda B. Hennock announces she will stay on FCC, declines offer of interim appointment by President.

Nov. 15—NBC marks 25th anniversary.

Dec. 3—Third annual TV baseball survey by Jerry Jordan shows nine big league clubs that televised all home games or all day games in 1951 had increased gates. The seven clubs that curtailed or eliminated TV lost attendance.

Dec. 6—NARTB TV board adopts TV code, including TV Seal of Approval which will be denied to violators.

Dec. 17—NARTB says the construction costs of UHF stations will range from $230,000 to $500,000, somewhat higher than costs of building VHF.

Dec. 24—A B●T special year-end survey finds television business prospects for 1952 are almost fantastically rosy. TV stations expect total billing to be 53% bigger in first quarter of 1952 than in first quarter of 1951.

Dec. 31—NBC-TV announces net network rates of $29,835 per evening half-hour. It's a 9% increase as compared with 1951 rate, but network says cost-per-thousand will be down to $1.71 when rates become fully effective July 1, 1952. Rate increases by other TV networks expected.

Dec. 31—There were 14,964,000 TV sets in use in the U. S. at the end of the year, according to the weekly B●T computation.

WPTZ-Republic Pact

WPTZ Philadelphia has signed a new contract with Republic Pictures that gives the station the exclusive television showing of 101 westerns and 26 features never before seen on TV. The contract, one of the biggest ever made between a Philadelphia station and a movie company, insures the continued flow of fresh films for WPTZ's *Frontier Playhouse* program. Contract was negotiated by Edward G. Murray, station film buyer.

Sir! the deadline is January 21

Forms close on that first, fabulous TELECASTING Yearbook on January 21. So there's still time to get your reservation to us.

Your ad will go near your own listing. The book will go to every national and regional advertiser and agency of television importance—over 5400. Total guaranteed circulation is 16,000. A note or wire will hold your space.

the ***first***

TELECASTING YEARBOOK

Published Mid-February

'TV TOONS'

Visualizes Music Records

FOLLOWING test runs of a 15-film package of *TV Disc Jockey Toons* in 22 sample markets, Screen Gems has announced full-scale production. The movies visualize popular and standard records and permit TV stations to broadcast disc jockey programs comparable to those of radio.

Initial package of 40 *Toons*—made in cooperation with RCA Victor, Decca, Columbia, Capitol and Mercury—will be distributed Feb. 1, with station subscribers receiving 10 additional *Toons* a month.

Commenting on the test telecasts of the original package of these films, each timed to run exactly as long as the record to which it is matched, Will Baltin, general sales manager of Screen Gems TV, said: "*TV Toons* have won station and audience favor. . . . We are convinced that they will become as important a cog in the program machinery of all TV stations as records have been to radio broadcasters for the past quarter century."

Mr. Baltin announced that Hal Tate Productions, Chicago, has obtained exclusive production rights to these films in the Chicago area for the coming year.

THEATRE VIDEO

WTVJ Pres. Begins Tests

MITCHELL WOLFSON, president of WTVJ (TV) Miami and of the Theatre Owners of America, announced last week that the Carib Theatre in Miami Beach has begun a series of "experiments" in theatre television to be conducted during 1952.

Mr. Wolfson, co-owner of the Wometco Circuit, of which the Carib is the showcase theatre, said an all-electronic RCA theatre television projector has been installed. The unit is equipped with a special throw lens to span the 90 ft. from projector to screen. Both the Carib and WTVJ telecast the Orange Bowl football game on New Year's Day.

'CARGO TO KOREA'

Federation Lauds Stations for Using Film

TV STATIONS have shown a distinct willingness to use documentary motion pictures when they are produced with professional skill and tell a genuine story.

This conclusion has been drawn by the National Federation of American Shipping Inc., Washington, D. C., which has reported "outstanding results" with a recent film, *Cargo to Korea*.

At least 37 million televiewers have seen the documentary, the federation estimates, on the basis of some 300 showings on about 91 TV stations since last May 18 when production was completed.

"It is interesting to note that more than half of the 91 stations who have shown the picture have requested its use or shown it more than one time; many TV stations have used it at least four different times; one TV station used the picture 14 different times," the federation said.

Idea for the film was conceived early this year when the shipping industry became concerned over lack of recognition for the role it was playing in the Korean war. It set out to prepare a specially-designed 13½-minute film to tell the story, completing the project for less than $10,000.

Subject to above-mentioned reservations, the federation found that TV outlets "are not only anxious but genuinely willing to use motion pictures of a documentary character on their programs."

SUCCEEDS JARVIS

KLAC-TV Signs Albert

SIGNED to seven year contract which gives him $1½ million guarantee during that period, Eddie Albert, movie actor and independent film producer, today (Jan. 7) starts daily five-hour afternoon show *Hollywood on Television* on KLAC-TV Hollywood.

His contract calls for a weekly guarantee of $3 thousand against a participating agreement on a gross percentage of money earned by that show. He has been given the right to make one motion picture per year but will work the television show exclusively for the next six months before taking on any outside assignments.

Independent agreement also has been worked out whereby the station's Syndicated Television Productions will handle distribution of all TV films made by Eddie Albert Productions.

Mr. Albert takes over the program from Al Jarvis who late last month signed a similar seven year contract with KECA-AM-TV Los Angeles starting Jan. 28 [B•T, Dec. 31]. Mr. Jarvis, however, remains at KLAC-TV for the next three weeks, working *Hollywood on Television* with his successor.

FILM RIGHTS

Beacon, UA Argue Claims

IN controversy with United Artists and seeking to clarify their rights to the feature film *Capacabana* for purpose of releasing it to TV, representatives of bankrupt Beacon Pictures Corp. have petitioned Referee-in-Bankruptcy Reuben G. Hunt in Los Angeles for relief. Hearing on motion is scheduled for tomorrow (Jan. 8). Petition was fild by attorney Cyrus Levinthal, in behalf of Francis F. Quittner, trustee in bankruptcy for Beacon. It included an application for permission to enter into contract with Quality Films for distribution of the movie to television.

UA maintains it has an interest in the movie and its release to television would interfere with theatrical distribution. Starring Carmen Miranda and Groucho Marx, the film was released in 1947. Appeal in some respects parallels that of George and James Nasser, independent film producers, whose show cause petition to force return from UA of four motion pictures for purpose of releasing them to TV is scheduled for hearing before Referee-in-Bankruptcy Benno M. Brink Thursday (Jan. 10) in Los Angeles.

'Met Auditions' on TV

ABC-TV network officials have announced that *Metropolitan Opera Auditions of the Air* will be telecast, simultaneously with radio broadcasts, starting Jan. 15. Video auditions will thus fall into the 8:30-9 p.m. Tuesday time slot and, like the radio version which has been heard nationally for the past 13 years, will feature Milton Cross as commentator. Program becomes the third opera feature of ABC, which in addition to the radio auditions, also broadcasts directly from the opera stage Saturday afternoons.

'FU MANCHU' FILMS

NBC-TV Is Producing

IN WHAT amounts to its first film package, NBC-TV will produce Saxe Rohmer's *Fu Manchu* stories starring Sir Cedric Hardwicke, with first film scheduled for completion by Feb. 6, it was announced last week.

The network also plans a radio version of the stories.

Package is jointly owned by NBC and the H&L Co., comprised of Lester Schurr and Herbert Bayard Swope Jr., who agreed to offer NBC first refusal on the series when he signed with that network as TV director several years ago. Mr. Swope, who will continue to produce *Lights Out* for NBC-TV, also will produce the *Fu Manchu* stories, with Mr. Rohmer serving in supervisory capacity.

Playing Comr. Nayland Smith, Sir Cedric, currently appearing through the country in readings of "Don Juan in Hell," will be making his TV debut in the *Fu Manchu* series.

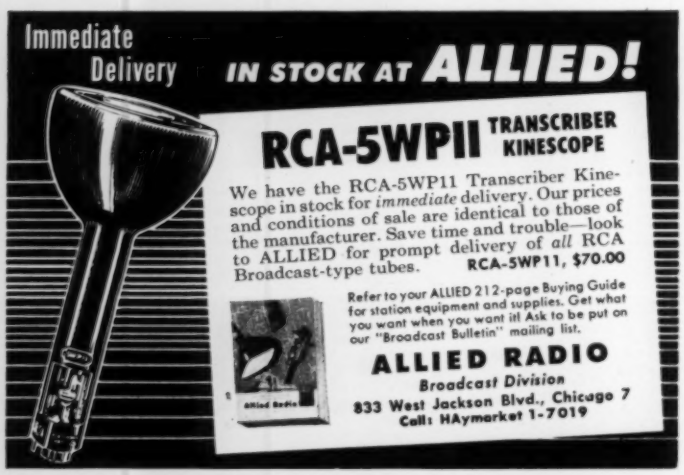
Films will be offered by NBC to sponsors on either a national network or immediate syndication basis. To be produced in New York, first program will be ready Feb. 6, and each film will be a complete story in itself, rather than part of a serial.

ROCKET PICTURES CITED

In Contract Breach Suit

CHARGING breach of contract and asking $69,800, suit against Rocket Pictures Inc., Hollywood producer of commercial and TV films, has been filed in Los Angeles Superior Court by Edward D. Robinson, western sales manager and marketing counsellor for John Sutherland Productions, Los Angeles. He held a similar position with Rocket for two years until last July.

Action demands 10% commission on business he allegedly brought into the firm which is owned by J. Richard Western and Harlow Wilcox, radio announcer. Mr. Robinson also is asking a fee claimed due for reorganizing the company and $6,600 for personal expenses allegedly paid out-of-pocket to help development of business. Additional compensation for advertising, publicity and public relations work also is asked.


Immediate Delivery
IN STOCK AT ALLIED!
RCA-5WP11 TRANSCRIBER KINESCOPE
We have the RCA-5WP11 Transcriber Kinescope in stock for immediate delivery. Our prices and conditions of sale are identical to those of the manufacturer. Save time and trouble—look to ALLIED for prompt delivery of all RCA Broadcast-type tubes.
RCA-5WP11, $70.00
Refer to your ALLIED 212-page Buying Guide for station equipment and supplies. Get what you want when you want it! Ask to be put on our "Broadcast Bulletin" mailing list.
ALLIED RADIO
Broadcast Division
833 West Jackson Blvd., Chicago 7
Call: HAymarket 1-7019

TOP QUALITY MOTION PICTURES
Since 1932
Up-to-date completely equipped New York studios of
VIDEO VARIETIES
CORPORATION
Office: 41 E. 50th St., N.Y. 22 MU 8-1162

Southwestern HERITAGE!

For nearly 30 years, San Antonians and Southwesterners have listened to WOAI as a habit! They've depended on WOAI for concise, accurate news reporting, for pleasant year-round entertainment. Every day more people acquire the WOAI habit.

WOAI-TV is two years old and like WOAI is the leader in its field. *Superior* equipment, *superior* personnel, *superior* programming, and its heritage of giving San Antonians what they want, means most people look to WOAI-TV for the best. They buy what they see on WOAI-TV.

THE SOUTHWEST'S BRIGHTEST PICTURE

NBC

WOAI-TV

CHANNEL 4

SAN ANTONIO

Represented Nationally By

Edward Petry & Company, Inc.

NEW YORK • CHICAGO • LOS ANGELES • ST. LOUIS
DALLAS • SAN FRANCISCO • DETROIT

After all, it's the only one in town. So we dispense about everything everybody wants to see and hear. That "everybody" is a vast 500,000 viewers. They just sit at Channel 13 and capture the best from all four television networks:

NBC • CBS • ABC • DTN

and bless our faithful...

TOLEDO TV TUNERS

. . . but we don't stop there. We toss in as bonus coverage viewers in Northwestern Ohio and Southern Michigan.

Our advertisers are as faithful as our viewers. We've got 'em by the scads, but there's always room for "just one more." Room for you, for instance.

Just say the word . . .

5,000 watts NBC

WSPD

TOLEDO, OHIO

A FORT INDUSTRY STATION

Rep. by The Katz Agency, Inc.

WSPD-TV

CHANNEL - 13

Nat. Sales Hq. 488 Madison Avenue, New York 22, ELdorado 5-2455

telestatus

TV and Sports Surveyed By Advertest Research

(Report 197)

ADVERTEST RESEARCH took a careful look at the problem of sports and television in the New York area and concluded in a report released last week that "television has not had too great an effort on the degree of attendance at sporting events."

The New Brunswick, N. J., firm based its study on 761 personal interviews with men in TV homes, made in the New York video area during the first two weeks of last December.

Although the study concerned itself with sports in general, it took particular note of college football and effects of the National Collegiate Athletic Assn. limited telecasting ruling.

Nearly one-half (45.1%) of all men interviewed were familiar with the ruling. Only 22%, however, agreed that college grid game telecasts should be limited. Of the 22% which agreed with NCAA, the greatest number (8%) reasoned simply that most persons would rather watch a game on video than see it in person. This, they felt, lowers gate receipts.

A majority (54%), however, disagreed with the NCAA plan, 14.7% of whom did not think that the telecasting of games reduced attendance.

Over 30% of all respondents reported an increase in at least one sporting event during the past year, as compared with pre-TV attendance. Less than 40% reported an attendance decrease in at least one event.

It was found that one-half of the increased attendance reported could be directly attributed to TV (main reason: "Interest stimulated by television"). Of the decreased attendance, 75% could be directly traced to TV (main reason: "More convenient to watch events on television at home").

* * *

Berle Again Tops ARBI Report

MILTON BERLE'S *Texaco Star Theatre* on NBC-TV again topped the American Research Bureau report for Dec. 1-7. Programs and ratings reported last week follow:

Program	Rating
1. Texaco Star Theatre (NBC)	53.2
2. Comedy Hour—Bob Hope (NBC)	50.2
3. Red Skelton (NBC)	50.1
4. Godfrey's Talent Scouts (CBS)	49.1
5. Your Show of Shows (NBC)	45.0
6. Godfrey and Friends (CBS)	44.3
7. I Love Lucy (CBS)	41.8
8. Mama (CBS)	41.0
9. Cavalcade of Sports (NBC)	40.0
10. You Bet Your Life (NBC)	39.5

* * *

TelePulse Lists Favorite Types

AVERAGE ratings for types of programs, based on the week of Nov. 1-7, were released in a Multi-Market TelePulse:

	No. ¼ Hrs.	Avg Rtg
Daytime Variety	99	5.5
Drama & Mysteries	92	15.7
Comedy Variety	71	20.5
Kid Shows	68	9.4
Quiz-Audience Participation	56	10.6
Interviews	40	4.9
Football	35	17.2
Musical Variety	33	12.5
Serial Stories	30	4.9
Homemaking-Service	21	3.4
Comedy Situation	20	14.9
Talent	18	14.3
Wrestling	18	8.3
Forums, discussions	17	6.9
Educational	13	4.8
Religion	12	2.9
News	11	11.3
Feature Films	10	6.8
Film Shorts	10	2.8
Music	9	8.3
Westerns	8	17.6
Boxing	6	22.8
President Truman	2	44.4
Total	699	

Ten favorite TV program types Nov. 1-7, were reported by the Pulse Inc. as follows:

	Avg Rtg
President Truman	44.4
Boxing	22.8
Comedy-Variety	20.5
Westerns	17.6
Football	17.2
Drama & Mysteries	15.7
Comedy Situation	14.9
Talent	14.3
Musical Variety	12.5
News	11.3

WPIX (TV), New York independent, registered a 50% increase in dollar sales revenue in 1951 over the preceding year, officials reported last week. The figures were not disclosed.

Weekly Television Summary—January 7, 1952—TELECASTING Survey

City	Outlets On Air	Sets in Area
Albuquerque	KOB-TV	12,100
Ames	WOI-TV	73,441
Atlanta	WAGA-TV, WSB-TV, WLTV	165,000
Baltimore	WAAM, WBAL-TV, WMAR-TV	350,304
Binghamton	WNBF-TV	47,200
Birmingham	WAFM-TV, WBRC-TV	70,000
Bloomington	WTTV	125,000
Boston	WBZ-TV, WNAC-TV	832,670
Buffalo	WBEN-TV	241,005
Charlotte	WBTV	106,158
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	1,027,738
Cincinnati	WCPO-TV, WKRC-TV, WLWT	322,000
Cleveland	WEWS, WNBK, WXEL	547,790
Columbus	WBNS-TV, WLWC, WTVN	200,000
Dallas-Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	148,892
Davenport	WOC-TV	80,484
Quad Cities	Include Davenport, Moline, Rock Isc., E. Moline	
Dayton	WHIO-TV, WLWD	227,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	705,323
Erie	WICU	80,379
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	148,892
Grand Rapids-Kalamazoo	WOOD-TV	160,413
Greensboro	WFMY-TV	89,138
Houston	KPRC-TV	107,500
Huntington-Charleston	WSAZ-TV	63,167
Indianapolis	WFBM-TV	192,500
Jacksonville	WMBR-TV	46,000
Johnstown	WJAC-TV	126,500
Kalamazoo-Grand Rapids	WKZO-TV	160,413
Kansas City	WDAF-TV	170,457
Lancaster	WGAL-TV	123,055
Lansing	WJIM-TV	70,000
Los Angeles	KECA-TV, KFI-TV, KLAC-TV, KNBH KNXT, KTLA, KTTV	1,334,899
Louisville	WAVE-TV, WHAS-TV	117,983
Matamoros (Mexico)-Brownsville, Tex.	XELD-TV	11,100
Memphis	WMCT	108,780
Miami	WTVJ	93,800
Milwaukee	WTMJ-TV	294,446
Minn.-St. Paul	KSTP-TV, WTCN-TV	280,200
Nashville	WSM-TV	48,269
New Haven	WNHC-TV	212,000
New Orleans	WDSU-TV	72,643
New York	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX	2,750,000
Newark	WATV	
Norfolk	WTAR-TV	91,191
Oklahoma City	WKY-TV	108,278
Omaha	KMTV, WOW-TV	111,495
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	970,000
Phoenix	KPHO-TV	55,100
Pittsburgh	WDTV	342,300
Providence	WJAR-TV	180,000
Richmond	WTVR	95,000
Rochester	WHAM-TV	98,120
Rock Island	WHBF-TV	80,450
Quad Cities	Include Davenport, Moline, Rock Isc., E. Moline	
Salt Lake City	KDYL-TV, KSL-TV	70,200
San Antonio	KEYL, WOAI-TV	62,040
San Diego	KFMB-TV	119,500
San Francisco	KGO-TV, KPIX, KRON-TV	298,000
Schenectady-Albany-Troy	WRGB	187,200
Seattle	KING-TV	116,500
St. Louis	KSD-TV	348,000
Syracuse	WHEN, WSYR-TV	152,790
Toledo	WSPD-TV	127,000
Tulsa	KOTV	98,375
Utica-Rome	WKTV	64,000
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	312,100
Wilmington	WDEL-TV	87,376

Total Markets on Air 64* Stations on Air 109* Estimated Sets in use 14,994,000

* Includes XELD-TV Matamoros, Mexico

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap sets counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.

WBTV
CHARLOTTE, N. C.

Scale of Miles
25 50 75 100

MAP BY WALTER P. BURN, MIDDLEBURY, VERMONT
© 1950, Broadcasting Publications, Inc.

1951-52 MARKET DATA

WHITE AREA

0.1 mv/m CONTOUR AREA

POPULATION	**1,758,400**
FAMILIES	**438,900**
Total Retail Sales	$1,156,568,000
Food Sales	$ 258,771,000
Gen. Mdse. Sales	$ 145,401,000
Drug Sales	$ 28,188,000
Eff. Buying Income	$1,569,804,000
Gross Farm Income	$ 148,645,000

LIGHT GRAY AREA

BONUS COVERAGE AREA

POPULATION	**2,087,300**
FAMILIES	**530,100**
Total Retail Sales	$1,381,870,000
Food Sales	$ 292,581,000
Gen. Mdse. Sales	$ 212,588,000
Drug Sales	$ 34,839,000
Eff. Buying Income	$1,798,647,000
Gross Farm Income	$ 265,623,000

TOTAL AREA

POPULATION	**3,845,700**
FAMILIES	**969,000**
Total Retail Sales	$2,538,438,000
Food Sales	$ 551,352,000
Gen. Mdse. Sales	$ 357,989,000
Drug Sales	$ 63,027,000
Eff. Buying Income	$3,368,451,000
Gross Farm Income	$ 414,268,000

Source: Sales Management "Survey of Buying Power," May 1951.

Radio Homes by Counties

(Continued from page 42)

County	Radio Homes 1950	House-holds 1950
Pratt	3,786	3,923
Rawlins	1,555	1,637
Reno	16,427	17,129
Republic	3,610	3,845
Rice	4,799	4,968
Riley	7,819	8,136
Rooks	2,590	2,752
Rush	2,089	2,206
Russell	3,947	4,142
Saline	10,229	10,535
Scott	1,358	1,418
Sedgwick	67,016	69,447
Seward	2,860	3,017
Shawnee	31,693	32,775
Sheridan	1,178	1,264
Sherman	2,055	2,214
Smith	2,756	2,957
Stafford	2,732	2,834
Stanton	561	608
Stevens	1,246	1,324
Sumner	7,350	7,688
Thomas	2,174	2,262
Trego	1,592	1,695
Wabaunsee	2,158	2,306
Wallace	656	703
Washington	3,861	4,103
Wichita	692	740
Wilson	4,633	4,939
Woodson	2,062	2,215
Wyandotte	47,484	49,206
KENTUCKY		779,608
Adair	3,683	4,486
Allen	3,321	3,982
Anderson	2,388	2,618
Ballard	2,308	2,611
Barren	6,832	7,898
Bath	2,411	2,771
Bell	9,172	10,791
Boone	3,474	3,743
Bourbon	4,676	5,144
Boyd	12,593	13,468
Boyle	4,856	5,325
Bracken	2,301	2,523
Breathitt	3,049	4,055
Breckinridge	3,669	4,306
Bullitt	2,638	3,005
Butler	2,402	2,977
Caldwell	3,412	3,991
Calloway	5,122	5,908
Campbell	21,816	22,352
Carlisle	1,643	1,857
Carroll	2,320	2,584
Carter	4,444	5,228
Casey	3,317	4,126
Christian	8,922	10,647
Clark	4,856	5,438
Clay	3,706	4,685
Clinton	2,060	2,527
Crittenden	2,799	3,149
Cumberland	1,954	2,394
Daviess	14,206	15,611
Edmonson	1,939	2,347
Elliott	1,226	1,513
Estill	2,982	3,610
Fayette	25,253	27,330
Fleming	2,999	3,393
Floyd	9,923	11,459
Franklin	6,837	7,399
Fulton	3,437	3,906
Gallatin	1,031	1,174
Garrard	2,728	3,083
Grant	2,605	2,924
Graves	8,290	9,496
Grayson	3,742	4,569
Green	2,696	3,190
Greenup	5,550	6,229
Hancock	1,481	1,726
Hardin	9,062	10,357
Harlan	14,481	16,144
Harrison	3,842	4,245
Hart	3,611	4,289
Henderson	7,925	8,945
Henry	3,058	3,372
Hickman	1,938	2,220
Hopkins	9,801	11,163
Jackson	2,412	3,049
Jefferson	132,143	139,244
Jessamine	3,068	3,479
Johnson	4,816	5,659
Kenton	30,510	31,260
Knott	3,204	4,035
Knox	5,777	6,952
Larue	2,417	2,814
Laurel	5,083	6,139
Lawrence	2,896	3,498
Lee	1,722	2,097
Leslie	2,276	3,014
Letcher	7,496	8,676
Lewis	2,871	3,402
Lincoln	4,160	4,820
Livingston	1,762	2,044
Logan	5,290	6,209
Lyon	1,450	1,655
McCracken	13,148	14,992
McCreary	3,038	3,599
McLean	2,532	2,835
Madison	7,127	8,268
Magoffin	2,304	2,958
Marion	3,483	4,036
Marshall	3,509	3,997
Martin	1,856	2,349
Mason	4,873	5,397
Meade	2,139	2,428
Menifee	914	1,155
Mercer	3,888	4,354
Metcalfe	2,203	2,664
Monroe	2,928	3,490
Montgomery	3,140	3,639
Morgan	2,505	3,155
Muhlenberg	7,429	8,638
Nelson	4,133	4,713
Nicholas	2,055	2,248
Ohio	5,541	5,895
Oldham	2,267	2,505
Owen	2,538	2,855
Owsley	1,317	1,686
Pendleton	2,604	2,880
Perry	8,516	9,857
Pike	14,972	17,676
Powell	1,298	1,621
Pulaski	8,330	9,893
Robertson	770	856
Rockcastle	2,661	3,334
Rowan	2,577	3,018
Russell	3,090	3,464
Scott	3,900	4,314
Shelby	4,561	5,057
Simpson	2,886	3,399
Spencer	1,453	1,633
Taylor	3,379	3,880
Todd	3,051	3,637
Trigg	2,194	2,640
Trimble	1,272	1,424
Union	3,766	4,198
Warren	10,302	12,049
Washington	2,819	3,178
Wayne	3,179	3,920
Webster	4,172	4,891
Whitley	6,424	7,731
Wolfe	1,347	1,722
Woodford	2,896	3,151
LOUISIANA		724,512
Acadia	9,677	12,422
Allen	4,117	5,058
Ascension	4,737	5,863
Assumption	3,437	4,286
Avoyelles	8,188	10,222
Beauregard	3,908	4,941
Bienville	4,104	4,963
Bossier	8,641	10,263
Caddo	43,882	50,323
Calcasieu	21,489	24,958
Caldwell	2,353	2,781
Cameron	1,366	1,616
Catahoula	2,445	3,107
Claiborne	5,306	6,567
Concordia	2,998	3,987
De Soto	5,096	6,418
East Baton Rouge	38,717	43,115
East Carroll	3,169	4,277
East Feliciana	2,567	3,343
Evangeline	6,589	8,715
Franklin	5,712	7,230
Grant	3,223	3,935
Iberia	8,676	10,632
Iberville	5,757	7,161
Jackson	3,528	4,131
Jefferson	25,894	28,455
Jefferson Davis	5,735	7,063
Lafayette	11,855	14,856
Lafourche	8,449	10,380
La Salle	3,071	3,617
Lincoln	5,231	6,364
Livingston	4,250	5,151
Madison	3,586	4,801
Morehouse	6,565	8,352
Natchitoches	7,636	9,653
Orleans	146,231	165,607
Ouachita	18,366	21,406
Plaquemines	3,070	3,566
Pointe Coupee	4,367	5,521
Rapides	19,903	24,067
Red River	2,530	3,158
Richland	5,440	6,691
Sabine	4,454	5,479
St. Bernard	2,616	2,933
St. Charles	2,960	3,446
St. Helena	1,705	2,181
St. James	2,989	3,667
St. John the Baptist	3,045	3,642
St. Landry	14,463	18,590
St. Martin	4,807	6,235
St. Mary	7,719	9,413
St. Tammany	6,254	7,428
Tangipahoa	11,532	14,185
Tensas	2,863	3,680
Terrebonne	8,767	10,627
Union	4,217	5,002
Vermilion	8,085	10,234
Vernon	4,281	5,279
Washington	8,468	10,264
Webster	7,989	9,488
West Baton Rouge	2,591	3,126
West Carroll	3,515	4,204
West Feliciana	1,413	1,833
Winn	3,657	4,554
MAINE		254,652
Androscoggin	23,377	23,709
Aroostook	20,220	22,517
Cumberland	47,707	48,433
Franklin	5,437	5,827
Hancock	9,231	9,926
Kennebec	21,791	22,962
Knox	8,295	8,853
Lincoln	5,123	5,467
Oxford	11,366	12,104
Penobscot	27,407	28,431
Piscataquis	5,098	5,429
Sagadahoc	5,855	6,176
Somerset	10,686	11,368
Waldo	5,772	6,308
Washington	9,574	10,384
York	25,741	26,758
MARYLAND		640,422
Allegany	24,410	25,427
Anne Arundel	26,393	27,782
Baltimore	330,739	72,598
Baltimore city		268,019
Calvert	2,533	2,956
Caroline	5,096	5,527
Carroll	10,787	11,295
Cecil	8,054	8,541
Charles	4,752	5,526
Dorchester	7,148	8,023
Frederick	15,531	16,505
Garrett	4,875	5,423
Harford	12,773	13,531
Howard	5,447	5,782
Kent	3,622	4,007
Montgomery	44,131	45,216
Prince Georges	48,694	50,670
Queen Annes	3,794	4,220
St. Marys	5,217	6,308
Somerset	5,222	5,927
Talbot	5,365	5,902
Washington	21,290	22,340
Wicomico	11,004	11,922
Worcester	6,340	6,975
MASSACHUSETTS		1,307,381
Barnstable	13,980	14,532
Berkshire	37,273	38,034
Bristol	109,018	110,791
Dukes	1,765	1,846
Essex	150,005	152,289
Franklin	15,419	15,831
Hampden	103,413	104,142
Hampshire	21,549	21,966
Middlesex	286,469	287,043
Nantucket	1,130	1,140
Norfolk	106,719	107,040
Plymouth	54,931	55,938
Suffolk	242,386	245,330
Worcester	149,036	151,459
MICHIGAN		1,791,639
Alcona	1,652	1,732
Alger	2,573	2,759
Allegan	13,572	13,977
Alpena	5,811	6,123
Antrim	3,002	3,190
Arenac	2,569	2,739
Baraga	2,154	2,263
Barry	7,679	7,900
Bay	24,221	24,741
Benzie	2,270	2,367
Berrien	33,719	34,548
Branch	8,586	8,833
Calhoun	33,963	34,550
Cass	8,339	8,632
Charlevoix	3,795	3,999
Cheboygan	3,609	3,872
Chippewa	7,660	7,996
Clare	2,814	2,950
Clinton	8,501	8,701
Crawford	1,186	1,238
Delta	8,983	9,377
Dickinson	7,343	7,578
Eaton	11,582	11,891
Emmet	4,529	4,798
Genesee	76,320	77,640
Gladwin	2,532	2,637
Gogebic	7,802	8,077
Grand Traverse	7,158	7,472
Gratiot	9,304	9,621
Hillsdale	9,301	9,599
Houghton	11,506	11,813
Huron	8,774	9,055
Ingham	48,755	49,447
Ionia	10,272	10,590
Iosco	3,203	3,330
Iron	5,061	5,283
Isabella	7,308	7,605
Jackson	30,140	30,692
Kalamazoo	36,127	36,677
Kalkaska	1,257	1,352
Kent	84,071	85,525
Keweenaw	871	916
Lake	1,566	1,730
Lapeer	8,723	8,928
Leelanau	2,232	2,374
Lenawee	18,349	18,743
Livingston	7,626	7,782
Luce	1,532	1,646
Mackinac	2,414	2,590
Macomb	48,852	49,445
Manistee	4,897	5,668
Marquette	12,879	13,319
Mason	5,989	6,219
Mecosta	5,094	5,368
Menominee	6,856	7,068
Midland	9,398	9,689
Missaukee	1,895	2,027
Monroe	20,462	20,922
Montclam	9,154	9,486
Montmorency	1,090	1,182
Muskegon	34,393	35,023
Newaygo	5,996	6,292
Oakland	108,047	109,138
Oceana	4,480	4,696
Ogemaw	2,486	2,659
Ontonagon	2,873	2,996
Osceola	3,735	3,907
Oscoda	857	923
Otsego	1,623	1,738
Ottawa	20,908	21,183
Presque Isle	2,904	3,106
Roscommon	1,814	1,920
Saginaw	42,046	42,992
St. Clair	26,021	26,525
St. Joseph	10,733	11,031
Sanilac	8,736	9,006
Schoolcraft	2,426	2,559
Shiawassee	13,225	13,523
Tuscola	10,220	10,591
Van Buren	12,073	12,434
Washtenaw	34,135	34,585
Wayne	662,352	671,076
Wexford	5,257	5,465
MINNESOTA		845,757
Aitkin	4,072	4,255
Anoka	9,195	9,421
Becker	6,501	6,723
Beltrami	6,499	6,892
Benton	3,851	4,007
Big Stone	2,596	2,641
Blue Earth	10,586	10,835
Brown	7,128	7,317
Carlton	6,435	6,634
Carver	4,845	4,995
Cass	5,086	5,359
Chippewa	4,739	4,841
Chisago	3,688	3,806
Clay	7,799	7,966
Clearwater	2,652	2,789
Cook	879	931
Cottonwood	4,478	4,565
Crow Wing	8,845	9,147
Dakota	12,851	13,060
Dodge	3,427	3,511
Douglas	5,902	6,103
Faribault	6,604	6,732
Fillmore	6,933	7,147
Freeborn	9,557	9,762
Goodhue	9,238	9,455
Grant	2,601	2,660
Hennepin	198,727	201,344
Houston	3,932	4,058
Hubbard	3,025	3,222
Isanti	3,094	3,206
Itasca	9,113	9,463
Jackson	4,501	4,598
Kanabec	2,499	2,609
Kandiyohi	7,455	7,615
Kittson	2,552	2,647
Koochiching	4,604	4,977
Lac qui Parle	3,931	3,987
Lake	2,315	2,524
Lake of the Woods	1,365	1,429
Le Sueur	5,447	5,587
Lincoln	2,161	2,876
Lyon	5,900	6,270
McLeod	6,013	6,343
Mahnomen	1,631	1,720
Marshall	4,126	4,249
Martin	7,196	7,328
Meeker	5,160	5,309
Mille Lacs	4,131	4,312
Morrison	6,334	6,612

(Continued on page 82)

SOONER or LATER
some aggrieved listener
accuses you of

LIBEL OR SLANDER

and THEN you'll need our
UNIQUE INSURANCE
covering this hazard. It covers also Invasion of Privacy, Plagiarism, Piracy and Copyright. It is
ADEQUATE, SURPRISINGLY INEXPENSIVE.
In use Nation-wide.
GET IT IN TIME!

WRITE FOR DETAILS AND RATES
EMPLOYERS REINSURANCE CORPORATION
Insurance Exchange — Kansas City Mo

Why buy 2 or more... do 1 big sales job on "RADIO BALTIMORE"
Contact EDWARD PETRY CO
WBAL

NEW CHANNELS FOR IMAGINATION

• With each new channel added, or increase in station power, the number of people in front of television screens goes up. • With each increase in the use of film pick-up—together with the acceptance of new technics, materials, and equipment—the number becomes *more solidly sold.* • For film programming opens new channels for imagination. Shows no longer are limited by the four walls of a studio, nor held within the time zone of a particular show's origination. Creatively . . . geographically . . . the sky's the limit. • Complete technical information concerning film selection and processing is available . . . together with details concerning special Eastman services, equipment, and materials. Address:

Motion Picture Film Department

EASTMAN KODAK COMPANY, Rochester 4, N. Y.

East Coast Division
342 Madison Avenue
New York 17, New York

Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California

There's More SELL on . . .

WRNL

RICHMOND VIRGINIA
910 KC — 5 KW
ABC AFFILIATE

NATIONAL REP.— EDWARD PETRY & CO., INC.

WILK

PENNSYLVANIA'S 3RD LARGEST MARKET

• SCRANTON
★ WILKES-BARRE
• HAZLETON
• BLOOMSBURG

5000 WATTS of SELLING POWER

WILK ABC

980 KILOCYCLES • AM-FM
5000 W (d) 1000 W (n)

NAT'L REP
AVERY KNODEL INC.
608 Fifth Avenue
New York 20, N.Y.

Radio Homes by Counties

(Continued from page 80)

County	Radio Homes 1950	House-holds 1950
Mower	11,511	11,710
Murray	3,798	3,864
Nicollet	4,811	4,899
Nobles	6,132	6,219
Norman	3,485	3,589
Olmstead	12,875	13,138
Otter Tail	13,122	13,584
Pennington	3 467	3,615
Pine	5,061	5,283
Pipestone	3,773	3,838
Polk	9,490	9,773
Pope	3,517	3 603
Ramsey	103,038	104,395
Red Lake	1,628	1,687
Redwood	6 061	6,178
Renville	6,419	6,530
Rice	8,412	8,654
Rock	3,084	3,150
Roseau	3,638	3,805
St. Louis	60 532	61,894
Scott	4 234	4 365
Sherburne	2,514	2,619
Sibley	4 216	4,315
Stearns	15,909	16,384
Steele	5,819	5,962
Stevens	2,845	2 933
Swift	4,278	4,379
Todd	6,685	6,935
Traverse	2,204	2,233
Wabasha	4,695	4,835
Wadena	3,282	3,433
Waseca	4,301	4,420
Washington	9,226	9,414
Watonwan	3,961	4,021
Wilkin	2,684	2,744
Winona	10,906	11,255
Wright	7,440	7,702
Yellow Medicine	4,505	4,569
MISSISSIPPI		554,783
Adams	6,708	8,944
Alcorn	6,346	7,457
Amite	3,681	4,619
Attala	5,090	6,525
Benton	1,639	2,070
Bolivar	12,460	16,016
Calhoun	3,958	4,701
Carroll	2,820	3,552
Chickasaw	3,942	4,813
Choctaw	2,212	2,728
Claiborne	2,236	3,034
Clarke	3,914	4,808
Clay	3,480	4,537
Coahoma	9,976	13,161
Copiah	6,169	7,829
Covington	3,156	3,839
De Soto	4 496	5,931
Forrest	9,960	12,357
Franklin	2,388	2,863
George	2,019	2,487
Greene	1,551	1,949
Grenada	3,852	4,907
Hancock	2,569	3,141
Harrison	17,725	21,076
Hinds	31,461	37,454
Holmes	6,085	8,070
Humphreys	4,190	5,586
Issaquena	942	1,266
Itawamba	3,510	4,371
Jackson	7,273	8,429
Jasper	3,456	4,375
Jefferson	2,243	2,971
Jefferson Davis	2,802	3,597
Jones	12,098	14,844
Kemper	2,812	3,614
Lafayette	4,351	5,398
Lamar	2,797	3,415
Lauderdale	14,286	18,153
Lawrence	2,456	3,113
Leake	4,188	5,268
Lee	8,608	10,371
Leflore	10,405	13,272
Lincoln	5,797	7 237
Lowndes	8,126	9,560
Madison	6 039	7 894
Marion	4,835	6,223
Marshall	4,265	5,687
Monroe	7,633	9,553
Montgomery	3,030	3,769
Neshoba	5,100	6,443
Newton	4,691	5,709
Noxubee	3,598	4,804
Oktibbeha	4,514	5,758
Panola	6,293	7,827
Pearl River	4,482	5,400
Perry	1,795	2,219
Pike	7,761	9,234
Pontotoc	4,440	5,337
Prentiss	4,368	5,238
Quitman	5,150	6,334
Rankin	4,800	5,882
Scott	4,419	5,343
Sharkey	2,615	3,256
Simpson	4,338	5,265
Smith	3,267	4,004
Stone	1,377	1,655
Sunflower	10,376	13,252
Tallahatchie	5,929	7,448
Tate	3,558	4,487
Tippah	3,670	4,390
Tishomingo	3,411	4,065
Tunica	4,244	5,591
Union	4,562	5,516
Walthall	2,851	3,595
Warren	9,406	11,952
Washington	14,567	19,243
Wayne	3,182	4,028
Webster	2,528	3,042
Wilkinson	2,755	3,426
Winston	4,215	5,369
Yalobusha	2,995	3,885
Yazoo	6,558	8,898
MISSOURI		1,198,883
Adair	5,840	6,233
Andrew	3,581	3,750
Atchison	3,307	3,445
Audrain	7,147	7,595
Barry	6 028	6,517
Barton	3,907	4 237
Bates	5,416	5,881
Benton	2,660	2,943
Bollinger	2,553	2,986
Boone	11,703	13,105
Buchanan	27,221	28,684
Butler	9,011	10,465
Caldwell	3,233	3,439
Callaway	5,587	6,113
Camden	2,182	2,416
Cape Girardeau	10,495	11,177
Carroll	4,738	5,035
Carter	1,171	1,355
Cass	5,894	6,344
Cedar	3,219	3,577
Chariton	4,522	4,816
Christian	3,496	3,813
Clark	2,683	2,901
Clay	13,399	14,030
Clinton	3,711	3,960
Cole	8,899	9,358
Cooper	4,614	5,032
Crawford	3,083	3,523
Dade	2,838	3,085
Dallas	2,899	3,200
Daviess	3,550	3,825
De Kalb	2,604	2,753
Dent	2,974	3,312
Douglas	3,111	3,495
Dunklin	10,970	12,202
Franklin	9,979	10,765
Gasconade	3,433	3,819
Gentry	3,580	3,737
Greene	31,351	33,176
Grundy	4 296	4,590
Harrison	4 270	4,562
Henry	6,122	6,640
Hickory	1 615	1,773
Holt	3,071	3,246
Howard	3,357	3,641
Howell	5,859	6,734
Iron	2,191	2,533
Jackson	169,316	174,553
Jasper	24,671	26,443
Jefferson	10 538	11,128
Johnson	6,036	6,540
Knox	2,394	2,560
Laclede	5,037	5,641
Lafayette	7,446	8,015
Lawrence	6 875	7,449
Lewis	3,292	3,480
Lincoln	4,162	4,470
Linn	5,987	6,396
Livingston	4,948	5,253
McDonald	3,801	4,214
Macon	5,705	6,141
Madison	2 644	3,032
Maries	1,791	2,115
Marion	9,197	9,722
Mercer	2 271	2,416
Miller	3 661	4,059
Mississippi	4,915	5,776
Moniteau	3,187	3,470
Monroe	3,526	3,778
Montgomery	3,554	3,822
Morgan	2,872	3,166
New Madrid	8,585	9,581
Newton	7,906	8,594
Nodaway	6,920	7,315
Oregon	2,970	3,429
Osage	2,625	3,038
Ozark	1,991	2,399
Pemiscot	10,099	11,826
Perry	3,536	3,987
Pettis	9,660	10,376
Phelps	5,329	6,090
Pike	5,195	5,586
Platte	4,312	4,577
Polk	4 671	5,122
Pulaski	2,974	3,219
Putnam	2,811	3,026
Ralls	2,607	2,779
Randolph	7,347	7,841
Ray	5,008	5,356
Reynolds	1,567	1,859
Ripley	2,804	3,253
St. Charles	8,054	8,505
St. Clair	3,184	3,514
St. Francois	9 292	9,854
St. Louis & St. Louis city	363,113	372,806
Ste. Genevieve	2,729	2,970
Saline	7,547	8,115
Schuyler	1,819	1,940
Scotland	2,383	2,516
Scott	8,478	9,195
Shannon	2,004	2,341
Shelby	3 254	3,451
Stoddard	8 134	8,998
Stone	2,470	2,852
Sullivan	3,432	3,694
Taney	2 561	2,957
Texas	4,966	5,567
Vernon	6 197	6,758
Warren	2 181	2,378
Washington	3,301	3,902
Wayne	2,492	2,894
Webster	4,165	4,522
Worth	1,579	1 667
Wright	4,289	4,771
MONTANA		175,619
Beaverhead	2,047	2,162
Big Horn	2,413	2,503
Blaine	2 226	2,394
Broadwater	830	869
Carbon	3,022	3,122
Carter	792	810
Cascade	15,352	15,730
Chouteau	2,075	2,113
Custer	3,623	3,754
Daniels	1,114	1,172
Dawson	2,636	2,693
Deer Lodge	4,105	4,197
Fallon	970	1,004
Fergus	4 101	4,210
Flathead	9 417	9,649
Gallatin	6 243	6,443
Garfield	641	665
Glacier	2,463	2,584
Golden Valley	419	419
Granite	894	924
Hill	4 057	4,152
Jefferson	1,071	1,102
Judith Basin	917	942
Lake	3,883	3,991
Lewis and Clark	7,383	7,611
Liberty	626	647
Lincoln	2 586	2 669
McCone	915	947
Madison	1,789	1,844
Meagher	619	659
Mineral	680	703
Missoula	10,119	10 400
Musselshell	1,704	1,751
Park	3 638	3,766
Petroleum	298	306
Phillips	1 864	1,924
Pondera	1,710	1,759
Powder River	764	796
Powell	1,724	1,775
Prairie	678	706
Ravalli	3,952	4,074
Richland	2,861	2,946
Roosevelt	2,521	2,599
Rosebud	1,702	1,773

GATES QUINCY, ILLINOIS

Your ONE SOURCE Supply for ALL Broadcasting Equipment NEEDS

THESE OFFICES TO SERVE YOU

QUINCY, ILL. . . . . TEL. 8202
HOUSTON, TEXAS . . . . . TEL. ATWOOD 8536
WASHINGTON, D. C. . . . TEL. METROPOLITAN 0522
MONTREAL, QUE. . . . . TEL. ATLANTIC 9441
NEW YORK CITY . . . . . TEL. MURRAY HILL 9-0200

County	Radio Homes 1950	Households 1950
Sanders	2,127	2,216
Sheridan	1,895	1,938
Silver Bow	15,263	15,670
Stillwater	1,571	1,611
Sweet Grass	1,018	1,052
Teton	2,020	2,068
Toole	1,980	2,031
Treasure	372	393
Valley	3,178	3,253
Wheatland	943	964
Wibaux	522	522
Yellowstone	16,359	16,761
Yellowstone National Park (part)		12
NEBRASKA		394,662
Adams	7,849	8,176
Antelope	3,331	3,514
Arthur	206	223
Banner	356	365
Blaine	308	325
Boone	2,910	3,066
Box Butte	3,451	3,537
Boyd	1,353	1,447
Brown	1,456	1,544
Buffalo	7,127	7,566
Burt	3,428	3,541
Butler	3,327	3,555
Cass	4,881	5,122
Cedar	3,608	3,743
Chase	1,473	1,560
Cherry	2,233	2,358
Cheyenne	3,358	3,494
Clay	2,731	2,881
Colfax	2,994	3,165
Cuming	3,499	3,630
Custer	5,478	5,809
Dakota	2,765	2,929
Dawes	2,839	2,942
Dawson	5,537	5,798
Deuel	978	1,010
Dixon	2,560	2,658
Dodge	7,943	8,231
Douglas	78,886	81,075
Dundy	1,234	1,327
Fillmore	2,947	3,118
Franklin	2,102	2,258
Frontier	1,504	1,614
Furnas	2,872	3,049
Gage	8,073	8,427
Garden	1,180	1,240
Garfield	830	889
Gosper	772	827
Grant	289	303
Greeley	1,425	1,522
Hall	9,312	9,720
Hamilton	2,624	2,786
Harlan	2,118	2,237
Hayes	641	693
Hitchcock	1,683	1,783
Holt	4,027	4,243
Hooker	308	328
Howard	2,132	2,268
Jefferson	4,124	4,332
Johnson	2,182	2,284
Kearney	1,925	1,999
Keith	2,063	2,199
Keya Paha	584	615
Kimball	1,237	1,271
Knox	4,066	4,325
Lancaster	35,138	36,113
Lincoln	7,887	8,276
Logan	355	380
Loup	355	380
McPherson	215	235
Madison	6,707	6,979
Merrick	2,647	2,760
Morrill	2,235	2,343
Nance	1,820	1,920
Nemaha	3,305	3,439
Nuckolls	2,810	3,018
Otoe	5,075	5,297
Pawnee	2,049	2,150
Perkins	1,332	1,389
Phelps	2,749	2,882
Pierce	2,635	2,762
Platte	5,282	5,566
Polk	2,421	2,527
Red Willow	3,816	4,030
Richardson	4,989	5,219
Rock	863	915
Saline	4,372	4,661
Sarpy	3,943	4,057
Saunders	5,092	5,332
Scotts Bluff	9,240	9,747
Seward	3,866	4,091
Sheridan	2,650	2,787
Sherman	1,726	1,876
Sioux	858	914
Stanton	1,789	1,879
Thayer	3,144	3,313
Thomas	361	379
Thurston	2,126	2,289
Valley	2,116	2,294
Washington	3,311	3,442
Wayne	2,729	2,895
Webster	2,228	2,385
Wheeler	401	427
York	4,245	4,440
NEVADA		50,296
Churchill	1,865	1,937
Clark	14,311	14,970
Douglas	564	589
Elko	3,332	3,478
Esmeralda	257	270
Eureka	315	334
Humboldt	1,401	1,466
Lander	553	584
Lincoln	1,096	1,124
Lyon	1,096	1,133
Mineral	1,648	1,733
Nye	1,045	1,107
Ormsby	1,226	1,246
Pershing	962	1,013
Storey	249	254
Washoe	15,905	16,297
White Pine	2,659	2,761
NEW HAMPSHIRE		155,173
Belknap	7,645	7,943
Carroll	4,663	4,950
Cheshire	11,129	11,545
Coos	9,666	10,037
Grafton	12,873	13,522
Hillsborough	45,119	45,276
Merrimack	17,152	17,719
Rockingham	20,202	20,891
Strafford	13,939	14,422
Sullivan	7,556	7,863
NEW JERSEY		1,374,422
Atlantic	37,854	40,185
Bergen	154,081	157,336
Burlington	31,965	32,954
Camden	81,416	84,808
Cape May	11,125	11,661
Cumberland	24,359	25,652
Essex	246,916	256,669
Gloucester	25,330	26,249
Hudson	182,035	187,850
Hunterdon	12,202	12,605
Mercer	57,262	59,339
Middlesex	70,549	73,100
Monmouth	61,057	64,012
Morris	43,204	44,303
Ocean	17,124	17,727
Passaic	97,112	100,343
Salem	13,600	14,345
Somerset	25,698	26,347
Sussex	9,657	10,070
Union	109,003	112,253
Warren	15,479	16,040
NEW MEXICO		177,128
Bernalillo	37,956	40,345
Catron	855	949
Chaves	10,089	10,954
Colfax	4,121	4,446
Curry	6,458	6,877
De Baca	929	1,002
Dona Ana	8,420	9,656
Eddy	10,263	11,095
Grant	5,317	5,767
Guadalupe	1,436	1,628
Harding	677	748
Hidalgo	1,243	1,372
Lea	8,401	8,995
Lincoln	1,850	2,006
Los Alamos	2,647	2,801
Luna	2,108	2,337
McKinley	5,053	5,697
Mora	1,970	2,052
Otero	3,449	3,849
Quay	3,703	4,012
Rio Arriba	4,891	5,635
Roosevelt	4,289	4,667
Sandoval	2,305	2,625
San Juan	3,753	4,193
San Miguel	5,226	6,098
Santa Fe	8,516	9,536
Sierra	2,155	2,455
Socorro	2,045	2,351
Taos	3,380	3,876
Torrance	1,849	1,978
Union	1,894	2,057
Valencia	4,461	5,058
NEW YORK		4,329,327
Albany	70,076	72,393
Allegany	12,063	12,514
Bronx	415,607	424,955
Broome	51,344	52,932
Cattaraugus	21,474	22,228
Cayuga	19,484	20,087
Chautauqua	40,259	41,461
Chemung	24,783	25,708
Chenango	11,138	11,447
Clinton	12,399	13,052
Columbia	12,595	13,038
Cortland	10,387	10,719
Delaware	12,301	12,814
Dutchess	33,347	34,700
Erie	247,354	252,402
Essex	9,342	9,792
Franklin	11,318	12,066
Fulton	15,657	16,326
Genesee	12,967	13,493
Greene	8,160	8,580
Hamilton	1,214	1,304
Herkimer	17,480	18,208
Jefferson	23,759	25,142
Kings	777,461	795,764
Lewis	5,646	6,058
Livingston	10,067	10,597
Madison	12,318	13,035
Monroe	139,763	143,641
Montgomery	17,431	18,063
Nassau	185,639	188,658
New York	593,290	625,833
Niagara	52,020	53,740
Onedia	59,457	62,193
Onondaga	94,297	97,213
Ontario	15,936	16,652
Orange	41,379	43,238
Orleans	8,379	8,904
Oswego	20,712	21,848
Otsego	14,183	15,153
Putnam	5,873	6,092
Queens	455,387	461,853
Rensselaer	36,919	38,337
Richmond	50,011	51,505
Rockland	20,952	21,667
St. Lawrence	23,657	25,548
Saratoga	20,680	21,654
Schenectady	42,339	43,469
Schoharie	6,095	6,611
Schuyler	3,893	4,177
Seneca	6,975	7,404
Steuben	24,711	26,232
Suffolk	69,610	71,615
Sullivan	11,603	12,317
Tioga	8,289	8,951
Tomakins	14,944	15,615
Ulster	26,398	27,905
Warren	11,204	11,732
Washington	12,360	13,248
Wayne	15,875	16,728
Westchester	172,786	176,312
Wyoming	8,556	9,044
Yates	5,043	5,359
NORTH CAROLINA		994,361
Alamance	17,011	18,410
Alexander	3,021	3,513
Alleghany	1,741	2,116
Anson	5,212	6,219
Ashe	4,319	5,191
Avery	2,555	3,067
Beaufort	7,582	9,224
Bertie	4,792	5,801
Bladen	5,404	6,550
Brunswick	3,601	4,397
Buncombe	29,504	32,855
Burke	9,532	10,591
Cabarrus	15,631	16,682
Caldwell	9,198	10,440
Camden	1,140	1,322
Carteret	4,965	5,925
Caswell	3,684	4,439
Catawba	14,819	16,108
Chatham	5,361	6,191
Cherokee	3,633	4,305
Chowan	2,342	2,888
Clay	1,237	1,480
Cleveland	13,589	15,512
Columbus	9,581	11,599

(Continued on page 84)

What a Buy!

NABC

PROGRAMS

For "Minutes" & Chain Breaks

IN

YOUNGSTOWN, O.

5000

WATTS

Serving America's 34th Market

WFMJ

REPRESENTATIVES

Headley-Reed Co.

In Canada more people listen* to

CFRB

Toronto

regularly than to any other station

*THE 1950 BBM figures show CFRB's coverage as 619,050 daytime and 653,860 night time—more than one-fifth of the homes in Canada, concentrated in the market which accounts for 40% of Canada's retail sales.

CFRB

Representatives:

United States—Adam J. Young Jr. Incorporated

Canada—All-Canada Radio Facilities Limited

FARMERS

Prefer WIBW because we've served their interests for 25 years. WIBW is the farm station for Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA

Mr. Jack Purves
N. W. Ayer and Son, Inc.
Pittsburgh, Pa.

Dear Jack:

Folks down WCHS way is shore eatin' high on th' hawg, an' effen any uv you fellers is overlookin' this market yer missin' a good thin'! Why Jack, department store sales in WCHS's home town uv Charleston is a runnin' durned near 23 percent ahead uv what they wuz a year ago — an' we tho't thin's wuz good then! Yessir, folks down here is a makin' an' aspendin' more more money 'n yuh kin shake a stick at, and 'member! WCHS gives yuh more uv these big spenders fer lisseners then all th' other four stations in town put tergether! Yessirree, Jack! WCHS is West Virginny's Greatest Advertisin' Medium! That's a fack well worth 'memberin'!

Yrs.

Algy

WCHS
Charleston, W. Va.

THE MIDWEST ADDRESS OF CBS

WNAX 570

YANKTON — SIOUX CITY

Radio Homes by Counties

(Continued from page 83)

County	Radio Homes 1950	Households 1950
Craven	9,347	11,511
Cumberland	17,463	20,939
Currituck	1,398	1,691
Dare	1,397	1,549
Davidson	14,616	16,062
Davie	3,498	3,930
Duplin	8,063	9,761
Durham	23,499	26,081
Edgecombe	9,991	11,824
Forsyth	35,631	39,678
Franklin	5,870	7,106
Gaston	25,617	27,905
Gates	1,796	2,188
Graham	1,313	1,597
Granville	5,647	6,796
Greene	3,256	3,751
Guilford	45,193	49,772
Halifax	10,825	12,980
Harnett	9,615	11,193
Haywood	8,292	9,575
Henderson	7,578	8,553
Hertford	4,042	4,767
Hoke	2,674	3,226
Hyde	1,357	1,633
Iredell	12,946	14,579
Jackson	3,644	4,438
Johnston	13,321	15,690
Jones	1,942	2,368
Lee	5,141	5,744
Lenoir	9,292	10,868
Lincoln	5,867	6,585
McDowell	5,509	6,332
Macon	3,234	3,944
Madison	3,951	4,818
Martin	4,927	5,994
Mecklenburg	46,954	52,639
Mitchell	3,220	3,688
Montgomery	3,764	4,311
Moore	7,192	8,334
Nash	11,554	13,673
New Hanover	15,166	17,553
Northampton	5,026	6,092
Onslow	6,910	8,226
Orange	7,012	7,782
Pamlico	2,014	2,468
Pasquotank	5,482	6,374
Pender	3,444	4,241
Perquimans	1,979	2,367
Person	4,745	5,635
Pitt	12,105	14,376
Polk	2,658	3,031
Randolph	12,037	13,360
Richmond	8,444	9,751
Robeson	15,795	19,122
Rockingham	14,984	16,630
Rowan	18,792	20,228
Rutherford	10,333	11,649
Sampson	9,288	11,382
Scotland	4,893	5,982
Stanley	9,082	9,882
Stokes	5,009	5,223
Surry	10,100	11,425
Swain	1,893	2,289
Transylvania	3,217	3,681
Tyrrell	1,011	1,196
Union	8,825	10,202
Vance	6,470	7,657
Wake	29,941	33,305
Warren	3,972	5,015
Washington	2,601	3,039
Watauga	3,669	4,317
Wayne	12,670	15,407
Wilkes	8,919	10,772
Wilson	10,737	12,767
Yadkin	4,875	5,597
Yancey	3,112	3,800
NORTH DAKOTA		162,176
Adams	1,218	1,298
Barnes	4,480	4,619
Benson	2,618	2,705
Billings	414	450
Bottineau	3,153	3,251
Bowman	1,100	1,148
Burke	1,828	1,902
Burleigh	6,687	6,865
Cass	15,609	15,847
Cavalier	2,854	2,951
Dickey	2,425	2,500
Divide	1,614	1,652
Dunn	1,654	1,736
Eddy	1,374	1,398
Emmons	2,132	2,244
Foster	1,399	1,456
Golden Valley	910	970
Grand Forks	10,100	10,327
Grant	1,626	1,726
Griggs	1,435	1,476
Hettinger	1,647	1,721
Kidder	1,525	1,574
La Moure	2,409	2,481
Logan	1,470	1,538
McHenry	3,149	3,263
McIntosh	1,904	2,013
McKenzie	1,816	1,888
McLean	4,792	4,981
Mercer	2,080	2,201
Morton	4,770	4,897
Mountrail	2,501	2,581
Nelson	2,138	2,204
Oliver	716	741
Pembina	3,538	3,625
Pierce	1,961	2,036
Ramsey	3,679	3,773
Ransom	2,408	2,462
Renville	1,455	1,476
Richland	5,170	5,275
Rolette	2,261	2,436
Sargent	1,937	1,987
Sheridan	1,294	1,349
Sioux	724	787
Slope	564	594
Stark	3,828	3,988
Steele	1,312	1,348
Stutsman	5,685	5,837
Towner	1,645	1,706
Traill	3,016	3,074
Walsh	4,607	4,749
Ward	9,255	9,483
Wells	2,739	2,827
Williams	4,603	4,760
OHIO		2,314,557
Adams	5,624	6,080
Allen	25,440	25,959
Ashland	9,947	10,234
Ashtabula	22,982	23,547
Athens	11,499	12,092
Auglaize	8,960	9,199
Belmont	24,719	25,803
Brown	6,241	6,632
Butler	40,036	41,105
Carroll	5,171	5,392
Champaign	7,915	8,177
Clark	32,055	32,877
Clermont	11,648	12,146
Clinton	7,484	7,747
Columbiana	28,153	28,964
Coshocton	9,195	9,578
Crawford	11,735	12,036
Cuyahoga	398,359	405,248
Darke	12,127	12,554
Defiance	7,453	7,683
Delaware	8,204	8,484
Erie	15,326	15,655
Fairfield	14,993	15,521
Fayette	6,347	6,709
Franklin	142,771	145,388
Fulton	7,359	7,579
Gallia	5,804	6,316
Geauga	7,019	7,304
Greene	15,448	16,042
Guernsey	10,821	11,343
Hamilton	217,288	223,088
Hancock	13,731	14,026
Hardin	8,366	8,678
Harrison	5,376	5,618
Henry	6,489	6,669
Highland	8,235	8,659
Hocking	5,435	5,751
Holmes	4,471	4,854
Huron	11,403	11,660
Jackson	7,360	7,846
Jefferson	25,896	26,807
Knox	10,159	10,462
Lake	21,607	21,869
Lawrence	12,604	13,437
Licking	20,921	21,590
Logan	9,503	9,787
Lorain	40,713	41,459
Lucas	114,679	116,662
Madison	5,641	5,938
Mahoning	68,408	70,379
Marion	14,634	15,056
Medina	11,762	12,002
Meigs	6,361	6,811
Mercer	7,555	7,773
Miami	18,366	18,703
Monroe	4,181	4,520
Montgomery	112,557	114,854
Morgan	3,652	3,852
Morrow	4,826	5,022
Muskingum	21,352	22,081
Noble	3,198	3,457
Ottawa	8,594	8,787
Paulding	4,332	4,489
Perry	8,082	8,454
Pickaway	7,053	7,464
Pike	3,504	3,846
Portage	17,027	17,482
Preble	7,723	7,978
Putnam	6,729	6,916
Richland	25,828	26,436
Ross	14,021	14,759
Sandusky	13,473	13,790
Scioto	22,503	23,638
Seneca	14,872	15,269
Shelby	8,032	8,230
Stark	79,126	80,906
Summit	117,289	119,317
Trumbull	43,472	44,541
Tuscarawas	20,139	20,869
Union	5,979	6,158
Van Wert	8,190	8,391
Vinton	2,688	2,925
Warren	10,433	10,789
Washington	12,476	13,230
Wayne	15,572	16,137
Williams	8,077	8,276
Wood	16,444	16,831
Wyandot	5,685	5,885
OKLAHOMA		663,262
Adair	3,150	3,874
Alfalfa	3,256	3,501
Atoka	3,061	3,779
Beaver	2,018	2,240
Beckham	5,974	6,758
Blaine	4,079	4,609
Bryan	7,356	8,369
Caddo	8,844	10,004
Canadian	7,000	7,559
Carter	9,803	11,165
Cherokee	3,890	4,863
Choctaw	4,697	5,721
Cimarron	1,202	1,340
Cleveland	9,458	10,280
Coal	1,900	2,248
Comanche	13,348	15,117
Cotton	2,737	3,051
Craig	4,059	4,682
Creek	11,535	13,063
Custer	5,755	6,402
Delaware	3,469	4,150
Dewey	2,356	2,638
Ellis	2,060	2,279
Garfield	14,976	16,000
Garvin	7,272	8,475
Grady	9,244	10,493
Grant	3,260	3,432
Greer	3,097	3,544
Harmon	2,152	2,407
Harper	1,629	1,804
Haskell	2,992	3,499
Hughes	5,152	5,902
Jackson	5,636	6,318
Jefferson	2,932	3,339
Johnston	2,528	2,926
Kay	14,426	15,479
Kingfisher	3,615	3,981
Kiowa	5,281	5,881
Latimer	2,176	2,590
Le Flore	8,308	9,820
Lincoln	5,882	6,707
Logan	6,027	6,742
Love	1,884	2,166
McClain	3,620	4,170
McCurtain	6,777	8,398
McIntosh	3,975	4,688
Major	2,749	3,078
Marshall	2,148	2,463
Mayes	4,805	5,620
Murray	2,993	3,413
Muskogee	16,622	19,194
Noble	3,579	3,911
Nowata	3,418	3,924
Okfuskee	3,962	4,661
Oklahoma	94,884	101,916
Okmulgee	11,471	13,185
Osage	9,081	9,946
Ottawa	8,886	10,018
Pawnee	3,603	4,067
Payne	11,914	13,007
Pittsburg	10,019	11,477
Pontotoc	8,385	9,306
Pottawatomie	11,869	13,188
Pushmataha	2,665	3,403
Roger Mills	1,889	2,174
Rogers	4,966	5,728
Seminole	10,264	11,494
Sequoyah	4,089	5,005
Stephens	9,175	10,344
Texas	3,816	4,180
Tillman	4,706	5,252
Tulsa	73,234	77,991
Wagoner	3,749	4,60[illegible]
Washington	9,613	10,314
Washita	4,786	5,288
Woods	4,191	4,526
Woodward	3,727	4,136
OREGON		479,265
Baker	5,006	5,198
Benton	8,708	8,904
Clackamas	26,667	27,156
Clatsop	9,802	10,064
Columbia	7,080	7,232
Coos	13,010	13,412
Crook	2,493	2,557
Curry	1,994	2,071
Deschutes	6,609	6,813
Douglas	15,852	16,342
Gilliam	851	874
Grant	2,454	2,512
Harney	1,777	1,855
Hood River	3,859	3,942
Jackson	18,178	18,702
Jefferson	1,514	1,564
Josephine	8,186	8,563
Klamath	12,827	13,142
Lake	1,949	2,030
Lane	37,267	38,183
Lincoln	6,845	7,057
Linn	15,787	16,326
Malheur	6,184	6,435
Marion	28,920	29,540
Morrow	1,438	1,464
Multnomah	152,599	156,83[illegible]

(Continued on page 86)

ABC
WENE
BINGHAMTON, N.Y. MARKET
NOW 5000
WATTS

programs promotion premiums

SALES DRIVE

RADIO Broadcast Management Council of Rochester, N. Y., has issued a series of artfully printed and illustrated mailing pieces designed to show that radio is the best sales medium that can be bought with the advertising dollar. Emphasizing the slogan, "When You Get Her Ear, You Get Her Shopping List," the pieces are being mailed this month to more than 500 present and potential timebuyers locally and 1,000 timebuyers in national firms and agencies. The council is made up of Rochester stations WARC WHAM WHEC WRNY WVET.

TIMEBUYERS

WNAX Yankton, S. D., sending trade and advertisers its new Time-Buyers Guide which consists of large size calendar. Numerals are in four colors, red, blue, black, and white, making it easy to determine beginning and ending dates of 13, 26, or 52 week contracts. Top calendar sheet is perforated in columns making for added convenience.

SAUCE FOR THE GOOSE

WILS Lansing, Mich., sending trade and advertisers folder pointing up favorable results of number of locally sponsored shows. Folder, titled, "Take a Gander at This," also announces WILS upcoming power increase to 5 kw, and states the station will discontinue present affiliation with MBS and devote time to music, news, sports and public service.

REMARKABLE REMEDY

WONS Hartford, Conn., engaged in producing series of merchandising aids for local and national accounts. Promotion Manager Alan Henry designed "Arrow Eye" to help set up display of Rem Cough Syrup, and push both product and station. Display was featured in drug department of G. Fox & Co. and followed up with other displays in stores throughout city with reports of excellent reactions.

PUBLIC SERVICE SPOTS

WEIR Weirton, W. Va., recently began series of announcements designed to increase attendance at church and city council meetings in Weirton and Steubenville, Ohio. Each Saturday, announcements urge listeners to take family to church and Sunday School. Schedules for city council meetings in both towns are aired, asking audience to watch their city government work.

WEATHER REPORT

KDAL Duluth, Minn., despite all sayings to the contrary, is doing something about the weather. At least, they are reporting it accurately by means of their "Cooperative Climatological Weather Station." Previously, temperature readings in area were given as "official airport temperature" and were as much as ten degrees colder than Duluth downtown area. KDAL purchased, and in cooperation with United States Weather Bureau personnel, installed necessary equipment atop their studios in Bradley Building. Clyde Johnson, KDAL staffer, was engaged as observer to make accurate temperature readings. Duluth merchants are full of praise for new service, because it brings shoppers downtown. People who wouldn't stir out of house when it is two below, don't mind when it becomes as warm as eight above.

TEEN-AGE SHOW

WERE Cleveland, *Teen-Age Press*, presented as public service, discussing teen age questions with editors of local high school papers. Questions to be discussed are sent to station from listeners. Station reports that program has met with great response from high school children. Maggie Wulff, station's women's director is moderator of panel.

WOKZ WINDSHIELD COVERS

WOKZ Alton, Ill., and Manager Bill Tedrick are helping motorists protect their windshield from wintry weather. Mr. Tedrick stacks surplus transcription carton cardboard fillers at the desk of the Stratford Hotel, which houses WOKZ studios. Fillers are used by motorists in scraping ice and snow from car windows. Covers bear a large plug for WOKZ.

LOST & FOUND

WSTC-AM-FM Stamford, Conn., and a station news reporter, Leo Gold, found a man working in Stamford for whom a sister in Fort Smith, Ark., had been searching 20 years. The sister, Mrs. J. H. Vinsant, had been sending Christmas gifts to her long-lost brother, Frank Wilson, for 20 years. They always came back marked "wrong address." But Mrs. Vinsant had learned that her brother was somewhere in Stamford. Mr. Gold found him working with a marine construction company. Mr. Wilson, too, had been searching for his sister since 1929 when he lost her address. WSTC arranged for them to talk by telephone.

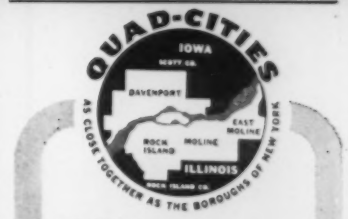
KIDDIE SHOW

WIEL Elizabethtown, Ky., *The Magic Eye*, morning program for children features kiddie tune and telephone participation by youngsters. Sponsor is local dairy, which plugs milk with every meal, plus mid-morning snack after recess at many schools in area. It also helps parents with hand and face washing, dressing, and tooth-brushing.

TV EXPERTS

WAAM(TV) Baltimore, presenting celebrities that appear on station cards declaring that they are "Experts in Television." The cards say, "This is to certify that (person's name) is an Expert in Television, having appeared in excellent form, on WAAM Television, Baltimore. The bearer of this card is, therefore, qualified to make suggestions and to criticize any and all TV shows as an Expert in Television." It is signed by WAAM General Manager Ken Carter.

Further ideas or samples of the promotion items mentioned on this page are available by writing to the individual companies.



76th IN RETAIL SALES

among Sales Management's 162 Metropolitan County Areas

If your radio campaign is based on the first 100 markets according to Retail Sales volume—then over 234,000 Quad-Citians are buying above your standard.

WHBF has worked with mind, body and its facilities to assist in the progress and growth of the Quad-City area to a major market position.

Les Johnson
V.P. and Manager

Quad-Cities' favorite
WHBF AM FM TV
TELCO BUILDING, ROCK ISLAND, ILLINOIS
Represented by Avery-Knodel, Inc.

LANG-WORTH FEATURE PROGRAMS SELL JEWELRY!

LANG-WORTH
FEATURE PROGRAMS, Inc.
113 W. 57th ST., NEW YORK 19, N. Y.
Network Calibre Programs at Local Station Cost

immediate revenue produced with regional promotion campaigns

23 years of service to the broadcasting industry

experienced sales personnel will sell community programs throughout your coverage area

HOWARD J. McCOLLISTER Company

66 ACACIA DRIVE
ATHERTON, CALIFORNIA

DAVENPORT 3-3061

PAUL W. McCOLLISTER, General Manager

Radio Homes by Counties

(Continued from page 84)

County	Radio Homes 1950	Households * 1950
Polk	7,762	7,953
Sherman	719	727
Tillamook	5,677	5,829
Umatilla	12,309	12,677
Union	5,575	5,736
Wallowa	2,241	2,291
Wasco	4,812	4,966
Washington	18,673	19,074
Wheeler	959	978
Yamhill	10,036	10,262
PENNSYLVANIA		2,918,672
Adams	11,292	12,051
Allegheny	407,013	422,651
Armstrong	21,202	22,460
Beaver	45,166	47,744
Bedford	10,004	11,018
Berks	70,478	73,262
Blair	37,659	39,693
Bradford	13,754	14,758
Bucks	39,644	40,661
Butler	25,298	26,629
Cambria	51,115	54,320
Cameron	1,881	2,033
Carbon	15,298	15,853
Centre	15,215	16,100
Chester	38,546	40,490
Clarion	9,689	10,418
Clearfield	22,020	23,450
Clinton	9,639	10,222
Columbia	14,613	15,496
Crawford	21,461	22,758
Cumberland	25,450	26,846
Dauphin	54,741	56,963
Delaware	111,465	113,972
Elk	8,731	9,210
Erie	58,996	61,841
Fayette	48,012	51,131
Forest	1,302	1,394
Franklin	19,612	21,134
Fulton	2,495	2,724
Greene	11,337	12,243
Huntingdon	10,184	11,082
Indiana	19,479	20,722
Jefferson	13,040	13,961
Juniata	3,902	4,274
Lackawanna	67,949	71,823
Lancaster	60,929	65,218
Lawrence	27,934	29,373
Lebanon	21,718	22,765
Lehigh	53,563	55,506
Luzerne	101,848	106,647
Lycoming	28,001	29,757
McKean	16,024	16,744
Mercer	29,588	31,047
Mifflin	11,475	12,325
Monroe	9,267	9,765
Montgomery	91,754	94,300
Montour	3,352	3,647
Northampton	49,164	51,053
Northumberland	31,468	33,229
Perry	6,482	6,903
Philadelphia	562,956	585,802
Pike	2,651	2,802
Potter	4,570	4,973
Schuylkill	52,369	55,242
Snyder	5,580	6,046
Somerset	20,413	22,044
Sullivan	1,685	1,838
Susquehanna	8,414	9,018
Tioga	9,427	10,082
Union	5,364	5,688
Venango	16,916	17,958
Warren	11,132	11,817
Washington	55,394	58,433
Wayne	7,458	7,959
Westmoreland	81,558	85,580
Wyoming	4,492	4,794
York	56,165	58,935
RHODE ISLAND		225,487
Bristol	8,138	8,204
Kent	22,230	22,523
Newport	15,574	15,779
Providence	169,755	166,587
Washington	12,035	12,394
SOUTH CAROLINA		514,660
Abbeville	4,557	5,682
Aiken	11,743	13,980
Allendale	2,184	2,796
Anderson	20,343	23,573
Bamberg	3,162	4,101
Barnwell	3,272	4,211
Beaufort	4,748	6,198
Berkeley	5,224	6,630
Calhoun	2,640	3,402
Charleston	35,187	42,911
Cherokee	7,285	8,441
Chester	6,694	7,950
Chesterfield	6,672	8,186
Clarendon	5,040	6,529
Colleton	5,329	6,894
Darlington	9,452	11,713
Dillon	5,442	6,743
Dorchester	4,324	5,405
Edgefield	3,154	3,942
Fairfield	3,993	5,010
Florence	15,192	18,641
Georgetown	5,675	7,175
Greenville	40,199	45,066
Greenwood	9,397	11,003
Hampton	3,401	4,360
Horry	10,537	13,238
Jasper	2,005	2,557
Kershaw	5,939	7,518
Lancaster	7,749	8,927
Laurens	9,574	11,370
Lee	3,716	4,903
Lexington	9,547	11,218
McCormick	1,646	2,116
Marion	5,994	7,578
Marlboro	5,876	7,401
Newberry	6,697	8,088
Oconee	7,873	9,294
Orangeburg	12,349	15,772
Pickens	8,933	10,094
Richland	30,527	35,332
Saluda	3,056	3,792
Spartanburg	33,745	38,130
Sumter	10,405	13,238
Union	6,367	7,544
Williamsburg	6,869	9,014
York	14,606	17,004

* Includes 368 dwelling units of Washington County, which was combined with Shannon County in 1943.

SOUTH DAKOTA		182,972
Armstrong		16
Aurora	1,316	1,399
Beadle	5,849	6,074
Bennett	797	891
Bon Homme	2,737	2,878
Brookings	4,735	4,876
Brown	9,059	9,253
Brule	1,685	1,772
Buffalo	347	378
Butte	2,321	2,419
Campbell	993	1,039
Charles Mix	3,930	4,212
Clark	2,281	2,344
Clay	2,880	2,975
Codington	5,204	5,376
Corson	1,422	1,481
Custer	1,514	1,624
Davison	4,673	4,849
Day	3,321	3,449
Deuel	2,025	2,094
Dewey	1,129	1,210
Douglas	1,467	1,549
Edmunds	1,832	1,916
Fall River	2,669	2,824
Faulk	1,330	1,375
Grant	2,844	2,911
Gregory	2,252	2,398
Haakon	886	925
Hamlin	1,939	2,014
Hand	1,890	1,952
Hanson	1,282	1,341
Harding	626	669
Hughes	2,121	2,209
Hutchinson	3,102	3,265
Hyde	769	799
Jackson	490	521
Jerauld	1,262	1,312
Jones	637	669
Kingsbury	2,805	2,922
Lake	3,242	3,346
Lawrence	4,821	5,001
Lincoln	3,628	3,736
Lyman	1,199	1,263
McCook	2,405	2,510
McPherson	1,805	1,933
Marshall	2,000	2,081
Meade	2,669	2,845
Mellette	693	767
Miner	1,719	1,792
Minnehaha	20,229	20,748
Moody	2,434	2,504
Pennington	9,592	10,044
Perkins	1,792	1,890
Potter	1,245	1,292
Roberts	3,791	3,957
Sanborn	1,418	1,497
Shannon	1,014	1,166
Spink	3,221	3,304
Stanley	544	565
Sully	695	727
Todd	946	1,067
Tripp	2,409	2,541
Turner	3,551	3,684
Union	3,091	3,203
Walworth	2,040	2,105
Washabaugh	332	354
Yankton	4,009	4,207
Ziebach	596	646
TENNESSEE		871,269
Anderson	13,277	15,087
Bedford	5,915	6,699
Benton	2,628	3,193
Bledsoe	1,551	1,903
Blount	12,451	13,728
Bradley	7,473	8,425
Campbell	6,849	7,958
Cannon	1,942	2,395
Carroll	6,437	7,538
Carter	9,209	10,371
Cheatham	2,066	2,414
Chester	2,424	2,886
Claiborne	4,777	5,672
Clay	1,668	2,054
Cocke	4,723	5,636
Coffee	5,276	6,171
Crockett	3,914	4,605
Cumberland	3,667	4,445
Davidson	81,425	88,698
Decatur	2,173	2,541
De Kalb	2,593	3,132
Dickson	4,402	5,185
Dyer	8,228	9,479
Fayette	4,690	6,212
Fentress	2,578	3,214
Franklin	5,497	6,311
Gibson	11,654	13,825
Giles	6,051	7,178
Grainger	2,505	3,123
Greene	9,070	10,571
Grundy	2,598	3,021
Hamblen	5,329	6,277
Hamilton	52,770	58,568
Hancock	1,690	2,136
Hardeman	4,229	5,189
Hardin	3,742	4,434
Hawkins	6,328	7,392
Haywood	4,837	6,314
Henderson	3,909	4,648
Henry	5,962	7,064
Hickman	2,913	3,427
Houston	1,194	1,387
Humphreys	2,562	3,039
Jackson	2,486	3,046
Jefferson	4,420	4,978
Johnson	2,407	2,928
Knox	54,613	59,948
Lake	2,481	3,025
Lauderdale	5,350	6,524
Lawrence	6,149	7,329
Lewis	1,386	1,597

(Continued on page 90)

FOR FINEST TAPE RECORDING
WJPF
Herrin, Illinois
USES
Magnecorder
—FIRST CHOICE OF ENGINEERS!
Only Magnecorder offers all the flexibility, high fidelity and features you require—at a price you want to pay!
FITS EVERY PURPOSE—EVERY PURSE!
PORTABLE — LIGHTWEIGHT
Recorder in one case — Amplifier in the other. Easy handling — compact!
QUICKLY RACK MOUNTED
Units can be combined for studio operation of portable equipment.
For new catalog — write:
Magnecord, INC.
360 N. Michigan Ave., Chicago 1, Ill.

FCC actions

DECEMBER 29 THROUGH JANUARY 3

CP-construction permit	**ant.-antenna**	**cond.-conditional**
DA-directional antenna	**D-day**	**LS-local sunset**
ERP-effective radiated power	**N-night**	**mod.-modification**
STL-studio-transmitter link	**aur.-aural**	**trans.-transmitter**
synch. amp.-synchronous amplifier	**vis.-visual**	**unl.-unlimited hours**

STA-special temporary authorization **CG-conditional grant**

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

December 28 Applications . . .

ACCEPTED FOR FILING

AM—970 kc

Radio Norwich Inc., Norwich, N. Y. —Application for CP new AM station amended to change requested frequency from 1010 kc to 970 kc with 500 w day.

Change Location

Dixieland Bcstg. Co., Sulphur, La.—Application for CP new AM station amended to change transmitter and studio locations, etc.

License for CP

KDMA Montevideo, Minn. — License for CP, as mod., authorizing new AM station.

WDLP-FM Panama City, Fla. — License for CP, as mod., authorizing new FM station.

KWNO-FM Winona, Minn. — License for CP authorizing changes in FM station.

Modification of CP

WFMT (FM) Chicago—Mod. CP, as reinstated, authorizing new FM station, for extension of completion date.

License Renewal

Following stations request renewal of license:

WFEC Miami, Fla.; WFOM Marietta, Ga.; WHIR Danville, Ky.; WFAI Fayetteville, N. C., and WEMP-FM Milwaukee, Wis.

Application Returned

KBIO Burley, Idaho—Application for renewal of license returned.

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
Lincoln 3-2705

COMMERCIAL RADIO MONITORING COMPANY
PRECISION FREQUENCY MEASUREMENTS
Engineer on duty all night every night
JACKSON 5302
P. O. Box 7037 Kansas City, Mo.

CONSULTING RADIO & TELEVISION ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. ADams 2414
Member AFCCE

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 1205
Member AFCCE

A 43-year background
—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J.
MOntclair 3-3000
Laboratories Great Notch, N. J.

GEORGE C. DAVIS
501-514 Munsey Bldg.—STerling 0111
Washington 4, D. C.
Member AFCCE

Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 1319
WASHINGTON, D. C.
P. O. BOX 7037 JACKSON 5302
KANSAS CITY, MO.

A. D. RING & CO.
26 Years' Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 2347
WASHINGTON 4, D. C.
Member AFCCE

There is no substitute for experience
GLENN G. GILLETT
AND ASSOCIATES
982 NATL. PRESS BLDG. NA. 3373
WASHINGTON, D. C.
Member AFCCE

GAUTNEY & RAY
CONSULTING RADIO ENGINEERS
1052 Warner Bldg.
Washington 4, D. C.
National 7757

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C
Member AFCCE

McIntosh & Inglis
710 14th St., N.W.—Metropolitan 4477
WASHINGTON, D. C.
Member AFCCE

RUSSELL P. MAY
1422 F St., N. W. Kellogg Bldg.
Washington, D. C. REpublic 3984
Member AFCCE

WELDON & CARR
WASHINGTON, D. C.
1605 Connecticut Ave.
Dallas, Texas Seattle, Wash.
4212 S. Buckner Blvd. 4742 W. Ruffner
Member AFCCE

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 5670
WASHINGTON 5, D. C.
Member AFCCE

MILLARD M. GARRISON
1519 Connecticut Avenue
WASHINGTON 6, D. C.
MICHIGAN 2261
Member AFCCE

KEAR & KENNEDY
1302 18TH ST., N. W. HUDSON 9000
WASHINGTON 6, D. C.
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 6108

WILLIAM L. FOSS, Inc.
Formerly Colton & Foss, Inc.
927 15th St., N. W. REpublic 3883
WASHINGTON, D. C.

JOHN CREUTZ
319 BOND BLDG. REPUBLIC 2151
WASHINGTON, D. C.
Member AFCCE

GUY C. HUTCHESON
P. O. Box 32 AR 4-8721
1100 W. Abram
ARLINGTON, TEXAS

ROBERT M. SILLIMAN
1011 New Hampshire Ave., N. W.
Republic 6646
Washington 7, D. C.

LYNNE C. SMEBY
"Registered Professional Engineer"
1311 G St., N. W. EX. 8073
Washington 5, D. C.

GEORGE P. ADAIR
Consulting Radio Engineers
Quarter Century Professional Experience
Radio-Television-
Electronics-Communications
1833 M St., N. W., Wash. 6, D. C.
Executive 1230—Executive 5851
(Nights-holidays, Lockwood 5-1819)
Member AFCCE

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION,
FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

ADLER COMMUNICATIONS LABORATORIES
Broadcast, Communication and Television Systems
One LeFevre Lane, New Rochelle, N. Y.
New Rochelle 6-1620

Member AFCCE

Application Dismissed

KGLN Glenwood Springs, Col.—Application for assignment of license from Western Slope Bcstg. Co. to KGLN Inc. dismissed.

TENDERED FOR FILING
AM—1220 kc

KIBE Palo Alto, Calif.—CP to increase power from 250 w to 1 kw.

December 29 Applications . . .

ACCEPTED FOR FILING
License for CP

WABA Aquadilla, P. R.—License for CP, as mod., authorizing new AM station.

WKVM San Juan, P. R.—License for CP, as mod., authorizing frequency change, power increase, DA-DN, change in trans. location, etc.

WSOK Nashville, Tenn.—License for CP, as mod., authorizing new AM station.

Modification of CP

KXLR North Little Rock, Ark.—Mod. CP, authorizing frequency change, power increase, DA-N, change studio and trans. locations, etc., for extension of completion date.

License Renewal

WTIL Mayaguez, P. R.—Renewal of license.

WNEL San Juan, P. R.—Renewal of license.

Applications Returned

WLBE Leesburg, Fla.—Application for transfer of control from Eleanor Hunter to Paol A. Husebo and Wendell F. Husebo through sale of 900 shares of stock returned.

WKLX Lexington, Ky. — Application for transfer of control from Fayette Bcstg. Co. to Edward F. Richard Jr. through sale of 190 shares of common stock returned.

WJBS DeLand, Fla.—Application for renewal of license returned.

(Continued on page 93)

CBC Board Meet

SHARE transfers will form major business of 79th meeting of the board of governors of the Canadian Broadcasting Corp. at its head office in the Victoria Bldg., Ottawa, Jan. 17-18. Five stations requesting share transfers are CKOX Woodstock, CKRD Red Deer, CKBW Bridgewater, CJFX Antigonish and CKWX Vancouver. License transfer from Ralph T. Snelgrove to Barrie Broadcasting Co. is requested by CKBB Barrie. Two non-commercial Dept. of National Defense stations in Canada's northland are requesting a change in frequencies, CFBM Brochet, Man., from 1340 kc to 1450 kc, 100 w, and CFYK Yellowknife, Northwest Territories, from 1450 kw to 1340 kc, 150 w.

Music Copyright

CANADIAN independent broadcasters anticipate a hard fight before the Canadian Copyright Appeal Board at Ottawa, where Composers, Authors, Publishers Assn. of Canada (CAPAC) is asking for increased fees for 1952 to be based in part on a percentage of gross revenue. Hearings before the Copyright Appeal Board were held late in December and after presentation of the CAPAC brief were adjourned until Jan. 21. Canadian Assn. of Broadcasters is represented by three attorneys, Samuel Rogers and Joseph Sedgwick of Toronto and Guy Roberge of Quebec, as well as Malcolm Neill, CFNB Fredericton, chairman of CAB board, and CAB General Manager J. T. Allard.

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Situations Wanted 20¢ per word—*$2.00 minimum*. • Help Wanted 25¢ per word—*$2.00 minimum*
All other classifications 30¢ per word—*$4.00 minimum* • Display ads. $15.00 per inch

No charge for blind box number. Send box replies to
BROADCASTING, 870 National Press Bldg., Washington 4, D. C.

If transcriptions or bulk packages submitted, $1.00 extra charge for mailing. All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Wanted: Manager, commercial manager, copywriter, two combo men for new daytime station in southern resort turned boom town by defense project. Box 814L, BROADCASTING.

Healthy 1000 watt daytimer in midwest city of 10,000 needs one experienced copywriter, one experienced announcer and one engineer. Operate with small, young staff and pay well above average. Contact Bryan Davidson, WRAY, Princeton, Indiana.

Managerial

Wanted: General manager for 250 watt independent in Wisconsin. Salary and profit sharing opportunity to buy interest. Telephone William Johns, Chicago, Mohawk 4-1221.

Salesman

Salesmen. Expanding three station organization desires two additional salesmen immediately. Southern markets. Send photo and full particulars. Box 847L, BROADCASTING.

Hawaii, excellent earning opportunity for two first class salesmen. Box 848L, BROADCASTING.

KTKT, Tucson, wants salesman with record. Good draw against 20%. Top music station in fastest growing market in west.

Salesman—Opening in rich Fox River Valley area. Prefer man state Wisconsin, near middlewest. Salary plus commission. Send complete letter Commercial Manager, WHBY, Appleton, Wisconsin.

Announcers

Wanted—announcer with good hard punching commercial voice. Large midwestern market. Send audition disc and all details first letter. Box 367L, BROADCASTING.

Immediate opening combination man, Georgia network affiliate near Atlanta. Favorable salary. Excellent working conditions. Write or wire Box 788L, BROADCASTING.

Detroit metropolitan area station wants announcer experienced in music, sports. Fine opportunity for right man. Box 831L, BROADCASTING.

Announcer-engineer for Columbia affiliate in midwest $75 for forty hour week. Congenial, permanent position. Emphasis on announcing. Box 841L, BROADCASTING.

Wanted: Announcer-engineer with emphasis on announcing for 250 fulltime Liberty affiliate in Florida. Salary starts at $70 per week, 40 hours for right man. Send photo, disc and all qualifications in first letter to Box 842L, BROADCASTING.

5000 watt Mutual affiliate in midwest needs combo man who can qualify as chief engineer. Send full info in first letter, disc or tape. Immediate opening. Wonderful opportunity. Box 860L, BROADCASTING.

Good announcer wanted with first class ticket. Excellent opportunity for right man. Commercial salesman also needed with good guarantee. Write Box 864L, BROADCASTING.

Announcer with sports experience to start as sales manager-sports man for CBS 1000 watt, Central Arizona. Attractive salary, commission and free two bedroom home. Basketball and sales ambition necessary. Phone Coolidge, Arizona 4451, Bill Parady.

Announcer for successful Texas AM-FM network affiliate. Good salary. Position permanent. Write full details and send audition disc or tape. Audition material will be returned. Burton Bishop, KTEM, Temple, Texas.

Need combo man immediately. Will take beginner with promise. Good living and working conditions. Send disc or tape. Write or wire KVBC, Farmington, N. Mex.

Help Wanted (Cont'd)

Wanted: Announcer with 1st class phone ticket to open with new station at Aberdeen, Mississippi. Available approximately 15th of January. Contact Joe Phillips, Starkville, Mississippi.

Wanted—Two announcers with first phone license immediately. Forty hour week salary, $45.00 to $65.00 commensurate with ability. WACA, Camden, South Carolina.

Combination engineer-announcer. Accent on announcing. $80.00 week, 44 hours, permanent. WBUT, Butler, Pennsylvania.

Akron's only independent needs topflight announcer capable of sitting in with fast moving operation. Must run board, must be experienced. If you are good, contact Art Ross, PD, WCUE, Akron, Ohio immediately.

Combo man, central Florida station, heart of citrus belt, shirtsleeve climate. Emphasis announcing. WLBE, Leesburg, Florida.

Announcer-engineer, first phone, send disc, resume. WNNT, Warsaw, Virginia.

Announcer-engineer (first class): The kind of job that doesn't happen often. Top station in a top market. You've gotta have a good voice and know how to use it—that's all. Tell us what you want and we'll pay it—just be sure you're worth what you ask! Advancement unlimited. Rush audition and full particulars to Jack Black, WNOR, Norfolk, Virginia.

Announcer-engineer first phone wanted. WRIC, Richlands, Virginia.

Wanted: Announcer with 1st class phone ticket. Opportunity to attend Mississippi State College on off hours. Needed at once. WSSO, Starkville, Mississippi.

Technical

Engineer wanted. Starting salary $60 for 45 hours. Experience not necessary. Give information first letter. Box 799L, BROADCASTING.

Need combination announcer-engineer for Minnesota station. Want man technically able to handle chief engineer's job. Good salary. Mail details. Box 809L, BROADCASTING.

Engineer, first phone, announcer, salesman, full trick plus commission. N. Y. network unlimited local. Immediate opening right man wanting consistent improvement. Box 827L, BROADCASTING.

Wanted: Engineer first class for commercial broadcasting station. Starting $223 a month. Merit increases, experience not necessary. Box 840L, BROADCASTING.

Immediate opening for transmitter engineer with first phone. Prefer man with combo possibilities. Would consider beginner. Good opportunity for right man. Bailey Axton, KTOP, Topeka, Kansas.

Engineer network station, experience preferred, but not required. Good wages, steady employment, pleasant town. Write Jack Breece, Manager, KOVE, Lander, Wyo.

Engineer-announcer needed. Send information to WBIP, Booneville, Mississippi.

Chief engineer and engineer or engineer-announcer. Give full details. Need sober, settled man, for neat well equipped station. Reply WBUY, WBUY-FM, Lexington, North Carolina.

First phone transmitter operator. WCBT, Roanoke Rapids, N. C.

Help Wanted (Cont'd)

First class phone operator. No experience required. WCFV, Clifton Forge, Virginia.

First phone engineer for transmitter control room. Pleasant surroundings. Carl Meyer, WCMY, Ottawa, Illinois.

Engineer with first phone license for transmitter duty needed at once. $50 for forty hours. Overtime during summer hours. Car necessary. 1000 watt daytime operation. Contact Chief Engineer, WCOJ, Coatesville, Penna.

Engineer needed immediately. $55.00 for 40 hours. Morning shift. No experience necessary. Excellent working conditions. WCRK, Morristown, Tennessee.

Immediate opening for engineer with first class license. Contact Allen B. Jones, Radio Station WGNI, Wilmington, N. C.

Have immediate opening for first class operator, studio and transmitter work. Experience not necessary. Write WHDL, Olean, New York, for further information.

Transmitter engineer. Car necessary. Permanent for right man. 1000 watt newspaper affiliate ABC network station. Contact Harold White, WKTY, La Crosse, Wisconsin.

First phone transmitter operator. WSYB, Rutland, Vermont.

Engineer, first class license. No experience necessary. WTSB, Lumberton, N. C.

Engineer or announcer-engineer, immediate opening, WVOS, Liberty, N. Y.

One transmitter engineer first class license, one studio engineer no license required. Victor Voss, Radio Station WWCA, Gary, Indiana.

Production-Programming, Others

Program director with experience in small market station. Ambitious for advancement. Box 832L, BROADCASTING.

Young lady interested in radio career, starting as music librarian, copy and other associated duties in live wire indie, city of 125,000. All information, photo and salary desired first letter. Box 845L, BROADCASTING.

Experienced woman. Traffic, typing, copy. Real opportunity. Write details. Send picture. Colin Selph, KDB, Santa Barbara, Calif.

Continuity girl wanted with experience, capable of fast production of smooth selling spot and program copy. Addition to our staff of four writers in growing, aggressive key CBS affiliate. 50 dollars weekly to start, opportunity for more. Send photo, copy samples and availability to Harry Abbott, Continuity Director, KTUL, Tulsa.

Wanted, experienced continuity writer from North Carolina or adjoining states. Contact Allen Wannamaker, WGTM, Wilson, N. C.

Man who can gather local news; farm news; announce and cover special events. Car required. Pay $70 for 48 hour week. Contact F. E. Lackey, WHOP, Hopkinsville, Ky., giving references, picture and audition disc.

Experienced commercial copywriter. Also do traffic work. In reply include sample commercials, photo, details of experience. WVSC, Somerset, Pa.

Television

Technical

TV engineer wanted immediately. Television training desired, first class license and experience desired but not necessary. Box 828L, BROADCASTING • *TELECASTING*.

Situations Wanted

Managerial

General-commercial manager with six years experience, interested in 250 or 1000 watt south, southwest, or lower midwest. Must be able to invest. Now employed. Box 753L, BROADCASTING.

General manager available, 18 years experience, sober family man, financially sound, top record and references. Box 835L, BROADCASTING.

Up-thru-the-ranks manager available. In radio and TV since 1929. Age 36. Family. Own home. 6 years present community. Box 86, Rte #3, Hopkins, Minnesota. Telephone HOpkins 8879, Minneapolis.

Announcers

Baseball play-by-play announcer for radio or TV. 10 years experience in minor and major league ball. There are three things that I can promise you from my past experience. The listeners will be satisified with my play-by-play accounts of the games. The sponsor will be satisfied with the manner in which I "sell" his merchandise. The ball club will be satisfied with the way I sell baseball to the public. Triple A or major leagues only. For full information and discs write Box 768L, BROADCASTING.

Excellent announcer, experienced, educated, now PD. Wants large station, city, salary. Box 790L, BROADCASTING.

Topnotch midwestern sportscaster available immediately. 7 years extensive background including high school and Big Ten basketball, college football, American Association Baseball. Colorful, accurate, excellent voice, 30, veteran. Box 796L, BROADCASTING.

Top sports man, employed, wants advancement. Four years play-by-play class B and major league baseball, football, basketball, ten years in radio. Major league sportscaster's recommendation. Box 822L, BROADCASTING.

Announcer, experienced all phases. Presently employed W. Va. Mutual affiliate. Wants Northeast location. Available two weeks. News, DJ, operate board. College grad. Draft exempt veteran. Age 23. Letter, photo, tape on request. Box 824L, BROADCASTING.

5 years solid experience, topnotch play-by-play all sports, livewire, special events, man on the street, gathering, writing news, DJ. In other words, everything in the book. Can you use any combination of talents and experience of versatile, dependable family man looking for right spot. Box 829L, BROADCASTING.

Announcer, relocate, experienced, commercials, news, disc jockey, 4A, married, Florida station preferred. Reliable, sincere, diligent. Box 830L, BROADCASTING.

Announcer-salesman, eight years experience (last four in one place), college graduate, married, conscientious, dependable, sober. Box 833L, BROADCASTING.

News, sportscaster and writer, available for position January 15th, experienced in one of top ten cities. Married, two children, seeks permanent placement. Four years experience present position. Box 838L, BROADCASTING.

News editor, newscaster, 7 years experience, age 30, family man, presently employed. Present top newscasts. Box 839L, BROADCASTING.

Announcer. Two years one station, desire to relocate, permanently. New Mexico, Texas, Colorado. Presently employed. Available 2 weeks notice. Commercials, news, DJ, control board. Married vet. Tape on request. Box 843L, BROADCASTING.

Experienced announcer, five years general staff. Now at 250 watter, desires larger market. Box 846L, BROADCASTING.

Sportscaster network experience doing play-by-play baseball, football, basketball and boxing. Network references, sponsors regarded me as best in the business. Extensive experience in newscasting. Married and draft exempt. Box 849L, BROADCASTING.

Announcer-engineer either both yours, 3 years experience. Presently employed sports director Florida. MC quiz, talent, special events, DJ, 1st phone. Family, draft exempt. Box 851L, BROADCASTING.

Announcer, I sell smooth style, 5 years experience, deep voice, college, all replies answered. Box 852L, BROADCASTING.

Situations Wanted (Cont'd)

Available now, 10 years experience all phases network and independent station operation. Topnotch announcer, producer, newscaster; former legit actor, director. Sales experience, public relations, copy. Married man. Family, steady, dependable. Will consider reasonable AM/TV offers. Prefer near east coast. Box 853L, BROADCASTING.

Announcer, one year experience, strong on news. Will travel east of Mississippi. Married. Vet. Tape available. Box 854L, BROADCASTING.

Announcer, 3 years experience in all phases. Free to travel anywhere. Have own car. Box 855L, BROADCASTING.

Announcer, limited experience. Knows control operations. Willing to learn, work hard. Want more experience. 20, single, draft exempt. Box 856L, BROADCASTING.

Recent School Radio Technique graduate. Good all-round staff announcer. Operator. Sports specialty. Available immediately. Veteran. Draft deferred. Box 857L, BROADCASTING.

Hillbilly announcer, unique style. Experience independent and network station, or program director. South or southwest. Box 858L, BROADCASTING.

I have the talent! If you can utilize it you will have a topnotch combo man with excellent training. Box 859L, BROADCASTING.

Wanted, sports position. To include baseball play-by-play in spring. Sports program. Experienced, draft exempt, college graduate. Available immediately. Box 861L, BROADCASTING.

Experienced newsman, sportscaster, staff man. Draft exempt. 24, single, college graduate. Box 862L, BROADCASTING.

North, east, south, or west pronto. 50 kw experience. Telephone We-1014, Dallas.

I want a job learning radio announcing with some radio station. Mr. Fred Boyles, Sedalia, N. C.

Reliable announcer, experienced all phases of broadcasting, including control board operation, seeking permanent affiliation with progressive station, preferably in north. Presently employed, 27, family man, deferred. For references, resume, disc, contact Lance Jensen, Route 4, Newnan, Georgia.

Announcer, three years experience in civilian and armed forces broadcasting. Strong on music, news and sports. Background includes control room work, some script writing and program production. Enlistment in Naval Reserve expires first of March. Expect to take first phone test as soon as I am situated. The highest paying job will not necessarily suffice. I'm looking toward the future. Reply via air mail for disc, photo, or further information. Ellis Sconyers, RMN2; Box 68, "E" Division; U. S. Navcomsta; Navy #926 —5 Fleet Post Office, San Francisco, California.

Technical

1st phone, 1½ years experience, studio, x'tr engineer, familiar remotes, tape and disc recording, married, veteran. Immediately available. Box 820L, BROADCASTING.

Experience—first class phone, desires television experience with opportunities. Single, draft exempt. Box 821L, BROADCASTING.

Engineer, seven years, licensed, car. $75. Permanency. Box 825L, BROADCASTING.

Engineer, experienced all phases, 1st phone. Can do some announcing. Desires permanent position. Prefer Florida coast. Box 850L, BROADCASTING.

First class phone, no experience. Will travel. J. Fulton, 2913 Foster Avenue, Brooklyn 10, New York.

Technician available immediately. Requirements? Lewis Sherlock, General Delivery, Denver, Colorado.

Production-Programming, Others

Program-production manager. 5 years experience all phases including television. Knowledge sales. Congenial working conditions secondary to salary consideration. All replies answered. Highest references. Presently employed. Box 844L, BROADCASTING.

Situations Wanted (Cont'd)

Television

Technical

Engineer, former chief two 1 kw AM stations, all phases AM-FM. Supervised construction. Thorough TV technical background including position as TV instructor in leading technical school. Desire TV staff opening, will consider AM station with TV application. Married, 25, veteran, available now, $75.00 minimum. Write Box 836L, BROADCASTING • *TELECASTING.*

For Sale

Stations

For sale: 250 watt fulltime network. New Western Electric equipment throughout. Building and studios go with deal. Will sell on terms. Better than 100,000 audience in capital city. Box 791L, BROADCASTING.

New England AM station for sale. A steal, $10,000. Assets valued over $10,000. Box 800L, BROADCASTING.

250 watt unlimited time western state. No competition. Earning $1200 month. Asking $21,000. Box 826L, BROADCASTING.

Profitable western stations. All prices. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, Calif.

Equipment etc.

One kilowatt Western Electric AM transmitter model **443-A-1,** final tubes changed from Western Electric to RCA type **833-A.** A Western Electric limiter model **1126-C** includes **126-C** limiter amplifier, **298-A** control panel and **20-B** rectifier. A Wincharger tower type **300** triangular, height **260',** complete with type **300** M.M. beacon assembly, lighting wire, conduits and **375** feet open wire transmission line and tuning house components. Box **665L,** BROADCASTING.

For sale: RCA 158B 5" oscilloscope, excellent condition, $45. Box 837L, BROADCASTING.

250 watt transmitter in cabinet, composite, needs inverse feedback, matching and plate tank circuit, xmtr. utilizes 813's, one console, composite, six inputs, two channels. Both good buys. What am I offered? Chief Engineer, KFYN, Bonham, Texas.

Wanted to Buy

Equipment etc.

Wanted: 1 kw AM transmitter. Antenna tuning unit flasher and photoelectric control. Box 805L, BROADCASTING.

Used, 5 kw AM transmitter or class B linear amplifier and rectifier. Box 834L, BROADCASTING.

Wanted—Studio control board, preferably two channel. Advise fully, make, condition, price. Reply to P. O. Box 748, Columbia, S. C.

Situations Wanted

Managerial

MANAGER

National agency exec., 10 yrs. small rural and large metropolitan station background desires management of major market Independent, anywhere East of the Mississippi. New, but proven all-inclusive approach assures success of Independent AM operation regardless of present or future competitive market situation. For personal interview. Write BOX 823L, BROADCASTING.

Television

Production-Programming, Others

Executive thoroughly experienced in television, radio, theatre, motion pictures, newspapers, publicity and public relations wants to leave New York. Producer of dramatizations which won acclaim from press, public and trade alike. Now active in television in production, programming and writing capacities. Write or wire for resume. Box 863L, BROADCASTING • *TELECASTING.*

For Sale

TV EQUIPMENT FOR SALE

Our move to the Empire State Building has left us with some spares.

TRANSMITTING EQUIPMENT

1 RCA TT-5A television transmitter (coils, crystals-Channel 11)
1 side band filter
1 transmitter control console
2 racks transmitter monitoring and input equipment
1 dummy load

ANTENNA EQUIPMENT

1 RCA TF-6 B super turnstile antenna
1 diplexer
1 set de-icing equipment

STUDIO EQUIPMENT

1 TD-5A studio camera dolly
2 73-B professional recorders
2 MI-4928 microscopes

Contact Leavitt Pope

WPIX

Murray Hill 2-1234, New York City

Wanted to Buy

WANTED
5 KW AM
TRANSMITTER

State price, condition and age.

Box 795L, BROADCASTING

School

NBS GRADUATES are in DEMAND

NBS has more requests for trained radio help than it can fill! Jobs are waiting *right now* for NBS-trained graduates. Get your first class license in a few months; complete combination training in a year or less. Course includes announcing, writing, selling, drama, news editing, production, programming, disc jockey technique.

100% Placement of Combination Men Housing Arranged

Write Today for Details

NORTHWEST BROADCASTING SCHOOL

"One of the Nation's Great Radio-TV Schools"

531 S. W. 12th Ave., Portland 5, Ore.

Helfer Honored

AL HELFER, MBS sportscaster, received 75 gifts at a special Christmas party that WGTN Georgetown, S. C., and residents of that city gave for him. Some 200 persons crowded in to attend a pre-Christmas banquet for Mr. Helfer, who was returning the visit of Allan Wester, WGTN commercial manager and sports director. Mr. Wester appeared last summer on MBS' *Game of the Day.* Currently Messrs. Helfer and Wester are doing transcribed sports shows aired throughout South Carolina.

Retail Prices

RETAIL price maintenance, better known as fair trades practices in the United States, has been ruled illegal in Canada with new legislation passed Dec. 29 after a bitter battle in Parliament at Ottawa. Henceforth, manufacturers can suggest retail selling prices but cannot force dealers to sell at those prices. Manufacturers can set a maximum price at which their products can be sold, but cannot restrain in any way dealers selling their products at lower prices. The new legislation is not expected to start a wave of chaotic selling of brand and nationally price marked merchandise at cut rates. But if this should happen, the government has stated it will bring in price stabilizing legislation. Opposition to the legislation came from retail store organizations who felt the new legislation would put small retailers out of business.

Employment Service

EXECUTIVE PLACEMENT SERVICE

for competent managers, commercial managers, program directors, chief engineers, disc jockeys. Reliable, confidential, nation-wide service. Send for full information today.

HOWARD S. FRAZIER
TV & Radio Management Consultants
728 Bond Bldg., Washington 5, D. C.

Eastern Network

$65,000.00

The only station in an excellent one station market. This is a combined operation showing splendid profits and valuable real estate is included. Half of purchase price can be financed.

Southern Independent

$38,000.00

A fulltime facility located in an attractive southern city that has always been a good radio market.

Appraisals • Negotiations • Financing

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn	Ray V. Hamilton	Lester M. Smith
Washington Bldg.	Tribune Tower	235 Montgomery St.
Sterling 4341-2	Delaware 7-2755-6	Exbrook 2-5672

Radio Homes by Counties

(Continued from page 86)

County	Radio Homes 1950	Households 1950
Lincoln	5,974	6,890
Louaon	5,222	5,941
McMinn	7,284	8,363
McNairy	4,416	5,321
Macon	3,113	3,706
Madison	14,388	16,828
Marion	4,375	4,972
Marshall	4,445	5,045
Maury	9,867	11,289
Meigs	1,172	1,390
Monroe	4,899	5,839
Montgomery	8,894	10,451
Moore	901	1,052
Morgan	2,939	3,446
Obion	7,554	8,584
Overton	3,305	4,210
Perry	1,456	1,695
Pickett	946	1,190
Polk	2,927	3,330
Putnam	6,410	7,667
Rhea	3,553	4,070
Roane	6,868	7,995
Robertson	6,273	7,441
Rutherford	8,985	10,472
Scott	3,233	3,905
Sequatchie	1,110	1,318
Sevier	4,809	5,732
Shelby	115,748	133,504
Smith	3,444	3,977
Stewart	2 035	2 347
Sullivan	22,459	24,626
Sumner	7,874	9,199
Tipton	6,073	7,406
Trousdale	1,299	1,488
Unicoi	3,405	3,932
Union	1,695	2,087
Van Buren	763	919
Warren	5,160	6,128
Washington	13,293	14,986
Wayne	2,755	3,352
Weakley	7,116	8,332
White	3,480	4,244
Williamson	5,340	6,246
Wilson	6,417	7,444
TEXAS		2,190,385
Anderson	7,936	9,414
Andrews	1,319	1,412
Angelina	9,052	10,501
Arkansas	1,148	1,319
Archer	1,854	2,006
Armstrong	645	692
Atascosa	4,028	4,888
Austin	3,790	4,583
Bailey	1,868	2,099
Bandera	1,276	1,448
Bastrop	4,659	5,716
Baylor	1,826	2,085
Bee	4,070	4,880
Bell	16,545	18,823
Bexar	116,102	130,745
Blanco	1,058	1,197
Borden	259	295
Bosque	3,532	3,898
Bowie	15,633	18,199
Brazoria	11,291	12,744
Brazos	8,682	10,250
Brewster	1,568	1,946
Briscoe	928	1,032
Brooks	1,831	2,275
Brown	8,083	9,103
Burleson	3,122	3,812
Burnet	2,697	3,023
Caldwell	4,448	5,359
Calhoun	2,391	2,733
Callahan	2,611	2,901
Cameron	23,971	30,497
Camp	2,097	2,605
Carson	1,896	1,971
Cass	6,132	7,300
Castro	1,362	1,471
Chambers	2,023	2,260
Cherokee	8,551	10,265
Childress	3,267	3,687
Clay	2,732	3,042
Cochran	1,418	1,592
Coke	1,048	1,206
Coleman	4,359	4,909
Collin	11,318	12,575
Collingsworth	2,316	2,671
Colorado	4,425	5,255
Comal	4,008	4,661
Comanche	4,424	5,004
Concho	1,327	1,481
Cooke	5,998	6,672
Coryell	4,002	4,886
Cottle	1,553	1,797
Crane	1,117	1,173
Crockett	979	1,096
Crosby	2,524	2,759
Culberson	448	522
Dallam	2,095	2,300
Dallas	174,876	187,033
Dawson	4,504	5,165
Deaf Smith	2,411	2,618
Delta	2,391	2,668
Denton	10,427	11,458
De Witt	5,566	6,813
Dickens	1,828	2,029
Dimmit	1,898	2,317
Donley	1,776	1,908
Duval	3,109	3,710
Eastland	6,926	7,862
Ector	11,442	12,478
Edwards	757	844
Ellis	11,681	13,334
El Paso	42,578	48,165
Erath	5,192	5,988
Falls	6,289	7,641
Fannin	8,727	9,707
Fayette	5,895	7,206
Fisher	2,811	3,151
Floyd	2,878	3,163
Foard	1,117	1,244
Fort Bend	6,571	7,945
Franklin	1,721	1,938
Freestone	3,758	4,555
Frio	1,910	2,494
Gaines	2,228	2,501
Galveston	30,597	33,149
Garza	1,644	1,779
Gillespie	2,720	3,223
Glasscock	306	325
Goliad	1,423	1,735
Gonzales	4,759	5,818
Gray	7,343	7,762
Grayson	19,847	21,810
Gregg	16,448	18,481
Grimes	3,501	4,466
Guadalupe	5,739	6,940
Hale	7,406	8,076
Hall	2,698	3,103
Hamilton	3,073	3,500
Hansford	1,156	1,227
Hardeman	2,841	3,160
Harain	4,704	5,495
Harris	221,883	239,874
Harrison	10,531	12,937
Hartley	515	553
Haskell	3,513	4,001
Hays	3,809	4,535
Hemphill	1,115	1,219
Henderson	5,939	6,874
Hidalgo	28,304	36,951
Hill	8,457	9,687
Hockley	5,052	5,626
Hood	1,491	1,730
Hopkins	6,302	7,227
Houston	5,063	6,353
Howard	6,871	7,575
Hudspeth	891	1,055
Hunt	11,818	13,087
Hutchinson	8,631	9,143
Irion	428	484
Jack	2,188	2,461
Jackson	2,928	3,486
Jasper	4,466	5,433
Jeff Davis	443	531
Jefferson	51,765	56,822
Jim Hogg	1,117	1,313
Jim Wells	5,645	6,918
Johnson	8,715	9,759
Jones	5,992	6,695
Karnes	3,451	4,245
Kaufman	7,284	8,519
Kendall	1,529	1,759
Kenedy	107	130
Kent	582	658
Kerr	3,723	4,179
Kimble	1,268	1,417
King	205	238
Kinney	566	740
Kleberg	4,650	5,522
Knox	2,513	2,820
Lamar	11,266	13,009
Lamb	4,995	5,650
Lampasas	2,736	3,148
La Salle	1,291	1,810
Lavaca	5,387	6,554
Lee	2,375	2,904
Leon	2,855	3,495
Liberty	6,427	7,570
Limestone	6,029	7,160
Lipscomb	1,065	1,127
Live Oak	1,965	2,253
Llano	1,521	1,763
Loving		69
Lubbock	26,030	28,293
Lynn	2,850	3,105
McCulloch	3,084	3,524
McLennan	32,782	37,855
McMullen	286	351
Madison	1,951	2,379
Marion	2,170	2,785
Martin	1,307	1,449
Mason	1,424	1,579
Matagorda	5,204	6,315
Maverick	1,979	2,678
Medina	3,857	4,480
Menard	1,118	1,248
Midland	6,786	7,676
Milam	5,799	6,953
Mills	1,697	1,922
Mitchell	3,508	4,065
Montague	4,810	5,435
Montgomery	5,893	7,007
Moore	3,627	3,739
Morris	2,200	2,622
Motley	1,061	1,192
Nacogdoches	7,174	8,490
Navarro	10,337	12,020
Newton	2,249	2,773
Nolan	5,300	5,915
Nueces	37,415	43,914
Ochiltree	1,749	1,824
Oldham	416	434
Orange	9,666	11,136
Palo Pinto	5,235	5,703
Panola	4,244	5,150
Parker	5,799	6,666
Parmer	1,552	1,653
Pecos	2,309	2,663
Polk	3,873	4,573
Potter	21,897	22,833
Presidio	1,469	1,893
Rains	1,083	1,259
Randall	3,842	4,053
Reagan	893	930
Real	609	712
Red River	5,317	6,352
Reeves	2,648	3,183
Refugio	2,387	2,740
Roberts	319	335
Robertson	4,610	5,615
Rockwall	1,581	1,782
Runnels	4,478	5,015
Rusk	10,485	12,121
Sabine	1,936	2,344
San Augustine	1,876	2,354
San Jacinto	1,488	1,947
San Patricio	7,515	8,821
San Saba	2,246	2,606
Schleicher	758	845
Scurry	5,751	6,553
Shackelford	1,500	1,606
Shelby	5,550	6,760
Sherman	683	713
Smith	18,905	21,507
Somervell	714	835
Starr	2,301	2,973
Stephens	3,096	3,459
Sterling	355	380
Stonewall	932	1,051
Sutton	939	999
Swisher	2,318	2,448
Tarrant	101,061	109,137
Taylor	17,083	18,488
Terrell	753	876
Terry	3,198	3,642
Throckmorton	1,033	1,144
Titus	4,415	5,188
Tom Green	15,228	16,977
Travis	37,900	42,534
Trinity	2,270	2,964
Tyler	2,627	3,102
Upshur	5,002	5,905
Upton	1,484	1,603
Uvalde	3,477	4,339
Val Verde	3,250	4,221
Van Zandt	6,195	6,930
Victoria	7,819	8,785
Walker	4,030	4,820
Waller	2,456	3,010
Ward	3,353	3,752
Washington	4,760	6,087
Webb	9,416	12,794
Wharton	8,472	9,967
Wheeler	2,703	3,005
Wichita	24,003	26,119
Wilbarger	5,513	6,099
Willacy	3,873	4,902
Williamson	9,661	11,234
Wilson	3,067	3,731
Winkler	2,638	2,912
Wise	4,464	5,044
Wood	5,452	6,303
Yoakum	1,092	1,200
Young	4,807	5,335
Zapata	728	955
Zavala	1,765	2,543
UTAH		188,085
Beaver	1,259	1,343
Box Elder	5,171	5,234
Cache	9,052	9,143
Carbon	6,225	6,424
Daggett	89	102
Davis	7,900	7,964
Duchesne	1,877	1,951
Emery	1,606	1,640
Garfield	977	1,017
Grand	525	554
Iron	2,454	2,502
Juab	1,656	1,690
Kane	572	583
Millard	2,418	2,462
Morgan	662	680
Piute	481	494
Rich	446	457
Salt Lake	77,506	78,447
San Juan	1,029	1,121
Sanpete	3,869	3,920
Sevier	3,231	3,287
Summit	1,776	1,868
Tooele	3,956	4,033
Uintah	2,434	2,525
Utah	20,159	20,570
Wasatch	1,432	1,455
Washington	2,417	2,534
Wayne	512	526
Weber	23,253	23,559
VERMONT		103,535
Addison	4,680	5,000
Bennington	6,783	7,014
Caledonia	6,552	6,868
Chittenden	15,687	16,073
Essex	1,603	1,711
Franklin	7,750	8,073
Grand Isle	881	924
Lamoille	2,847	3,010
Orange	4,269	4,605
Orleans	5,412	5,673
Rutland	12,307	12,860
Washington	11,080	11,566
Windham	8,054	8,425
Windsor	11,252	11,733
VIRGINIA		845,932
Accomack	8,802	9,957
Albemarle	5,530	6,334
Alleghany	5,415	5,873
Amelia	1,445	1,832
Amherst	3,665	4,276
Appomattox	1,769	2,096
Arlington	39,191	40,279
Augusta	7,518	8,262
Bath	1,401	1,550
Bedford	6,114	7,278
Bland	1,318	1,506
Botetourt	3,555	3,990
Brunswick	3,603	4,416
Buchanan	6,157	7,244
Buckingham	2,259	2,627
Campbell	6,267	7,105
Caroline	2,384	2,842
Carroll	5,545	6,625
Charles City	780	962
Charlotte	2,636	3,316
Chesterfield	9,306	10,023
Clarke	1,705	1,888
Craig	815	909
Culpeper	2,991	3,450
Cumberland	1,358	1,708
Dickenson	4,238	4,916
Dinwiddie	2,780	3,309
Elizabeth City	12,952	13,808
Essex	1,350	1,638
Fairfax	23,109	24,402
Fauquier	4,163	5,269
Floyd	2,422	2,907
Fluvanna	1,438	1,858
Franklin	4,833	5,767
Frederick	4,273	4,629
Giles	4,129	4,533
Gloucester	2,494	2,910
Goochland	1,472	1,808
Grayson	4,841	5,616
Greene	817	1,056
Greensville	3,089	3,753
Halifax	7,800	9,726
Hanover	4,565	5,390
Henrico	15,026	16,036
Henry	6,474	7,390
Highland	918	1,031
Isle of Wight	2,998	3,634
James City	1,276	1,422
King and Queen	1,206	1,506
King George	1,439	1,736
King William	1,650	1,944
Lancaster	2,037	2,377
Lee	6,968	8,198
Loudoun	4,755	5,278
Louisa	2,671	3,234
Lunenburg	2,874	3,479
Madison	1,667	2,018
Mathews	1,794	2,076
Mecklenburg	6,493	7,814
Middlesex	1,566	1,882
Montgomery	6,511	7,187
Nansemond	5,119	6,001
Nelson	2,864	3,405
New Kent	793	962
Norfolk	24,113	26,556
Northampton	4,195	4,772
Northumberland	2,317	2,688
Nottoway	3,320	3,906
Orange	2,888	3,320
Page	3,519	3,994
Patrick	2,969	3,675
Pittsylvania	13,064	15,191
Powhatan	1,044	1,286
Prince Edward	3,058	3,729
Prince George	3,203	3,535
Princess Anne	8,745	9,859
Prince William	4,707	5,207
Pulaski	6,219	6,980
Rappahannock	1,183	1,460
Richmond	1,327	1,586
Roanoke	9,524	10,154
Rockbridge	5,594	5,691
Rockingham	8,043	8,957
Russell	5,212	6,018
Scott	5,454	6,524
Shenandoah	5,310	5,810
Smyth	6,027	6,936
Southampton	5,008	6,175
Spotsylvania	2,800	3,044
Stafford	2,781	3,104
Surry	1,288	1,543
Sussex	2,377	2,942
Tazewell	9,988	10,964
Warren	3,540	3,947
Warwick	8,784	9,749
Washington	7,643	8,705
Westmoreland	2,149	2,59
Wise	11,593	13,264
Wythe	5,089	5,686
York	2,706	3,044
Independent Cities		
Alexandria	17,587	18,339
Bristol	3,785	4,123
Buena Vista	....	1,323
Charlottesville	6,357	7,095
Clifton Forge	....	1,718
Colonial Heights	....	1,807
Danville	8,615	10,018
Falls Church	....	2,110
Fredericksburg	3,125	3,238
Hampton	1,699	1,869
Harrisonburg	2,726	2,916
Hopewell	....	2,821
Lynchburg	12,040	13,422
Martinsville	3,839	4,443
Newport News	10,478	11,760
Norfolk	49,299	53,997
Petersburg	9,479	9,978
Portsmouth	17,998	20,065

County	Radio Homes 1950	Households 1950
Redford		2,360
Richmond	60,355	64,759
Roanoke	24,850	26,493
South Norfolk		2,977
Staunton	4,550	4,871
Suffolk	3,150	3,579
Waynesboro		3,418
Williamsburg		1,125
Winchester	3,979	4,202
WASHINGTON		736,944
Adams	2,039	2,076
Asotin	3,391	3,460
Benton	13,930	14,258
Chelan	12,220	12,482
Clallam	8,024	8,264
Clark	25,471	25,911
Columbia	1,559	1,605
Cowlitz	15,814	16,137
Douglas	3,216	3,268
Ferry	1,142	1,198
Franklin	4,037	4,201
Garfield	1,008	1,024
Grant	6,750	6,959
Grays Harbor	16,880	17,420
Island	3,329	3,400
Jefferson	3,257	3,358
King	230,828	236,262
Kitsap	22,904	23,206
Kittitas	6,549	6,717
Klickitat	3,655	3,780
Lewis	13,448	13,765
Lincoln	3,359	3,421
Mason	4,692	4,827
Okanogan	8,400	8,696
Pacific	5,358	5,512
Pend Oreille	2,180	2,257
Pierce	77,514	79,015
San Juan	1,150	1,184
Skagit	13,043	13,296
Skamania	1,470	1,514
Snohomish	35,153	35,870
Spokane	67,442	69,030
Stevens	5,285	5,471
Thurston	14,205	14,465
Wahkiakum	1,150	1,171
Walla Walla	11,568	11,840
Whatcom	20,910	21,272
Whitman	9,041	9,169
Yakima	39,218	40,182
WEST VIRGINIA		518,771
Barbour	4,563	5,133
Berkeley	7,965	8,555
Boone	6,972	7,729
Braxton	3,749	4,463
Brooke	6,968	7,266
Cabell	29,890	32,349
Calhoun	2,099	2,449
Clay	2,843	3,356
Doddridge	2,132	2,412
Fayette	18,704	20,090
Gilmer	2,081	2,420
Grant	2,127	2,168
Greenbrier	8,942	9,859
Hampshire	2,863	3,213
Hancock	8,977	9,188
Hardy	2,134	2,479
Harrison	22,394	23,976
Jackson	3,593	4,024
Jefferson	4,243	4,582
Kanawha	60,266	64,387
Lewis	4,870	5,340
Lincoln	4,116	5,020
Logan	15,952	17,472
McDowell	20,719	22,302
Marion	19,097	20,294
Marshall	9,426	10,136
Mason	5,155	5,960
Mercer	17,544	18,926
Mineral	5,616	6,052
Mingo	9,596	10,942
Monongalia	14,824	15,906
Monroe	2,911	3,264
Morgan	2,144	2,295
Nicholas	5,632	6,534
Ohio	20,544	21,333
Pendleton	1,851	2,120
Pleasants	1,658	1,754
Pocahontas	2,733	3,102
Preston	7,102	7,900
Putnam	4,668	5,263
Raleigh	21,631	23,159
Randolph	6,819	7,485
Ritchie	3,209	3,582
Roane	3,867	4,470
Summers	4,254	4,829
Taylor	4,671	5,083
Tucker	2,482	2,715
Tyler	2,769	3,077
Upshur	4,493	5,088
Wayne	7,038	8,090
Webster	3,631	4,150
Wetzel	5,021	5,623
Wirt	1,167	1,362
Wood	18,473	19,528
Wyoming	7,716	8,517
WISCONSIN		968,253
Adams	2,223	2,365
Ashland	5,303	5,535
Barron	9,518	9,873
Bayfield	3,772	3,950
Brown	25,658	26,208
Buffalo	3,914	4,060
Burnett	2,929	3,077
Calumet	4,988	5,095
Chippewa	10,603	11,033
Clark	8,413	8,865
Columbia	9,732	9,992
Crawford	4,575	4,756
Dane	45,495	46,094
Dodge	15,692	16,029
Door	5,792	5,990
Douglas	13,273	13,684
Dunn	7,219	7,496
Eau Claire	15,017	15,465

(Continued on page 92)

Miller Atty. General?

(Continued from page 23)

asked to make even a preliminary commitment. It is presumed that if Judge Miller resigns to answer a call to the President's Cabinet, the NARTB board can be expected to activate conversations with the FCC chairman. Judge Miller's stipend of $35,000 a year then would be available. Until last year it was $50,000, when he was on "full time."

At all events, it is doubted whether Mr. Coy would consider any proposal outside of Government until the TV allocations are finalized. That is scheduled to happen next month. It is known that a number of members of the NARTB-TV board strongly favor Mr. Coy's selection, if a vacancy occurs, and that this holds whether or not there is a change in Administration.

They do not regard Mr. Coy as a politician, but as a practical businessman, a good administrator and a former broadcaster (he headed the radio operations of the *Washington Post* before assuming the FCC chairmanship in December of 1947). They feel that whether the Administration is Republican or Democratic, he can do an effective job of keeping the radio or television divisions of NARTB or both headed in the right direction. Mr. Coy is 48, a native Indianian, a former newspaperman and an administrator who has had more than 15 years in state and Federal service.

Judge Miller, in his 64th year, is in robust health. He is a native of California and a Democrat. His first public office was as district attorney of Kings County, Calif., in 1916. He assumed the NAB presidency on Oct. 1, 1945, resigning his life-time appointment to the appellate bench. When Judge Miller proposed—and the board accepted—his suggestion that he become chairman of the board, his stipend was fixed at $35,000 on a "downward escalator" to $25,000 in 1954. It was agreed that he would be free to devote more and more of his time to other activities.

W. J. GERMAN, INC., is proud to announce that it has been appointed distributor of all Eastman Professional Motion Picture Films, effective January 1, 1952

W. J. GERMAN, INC.

John Street
Fort Lee, New Jersey
Tel.: LOngacre 5-5978
FOrt Lee 8-5100

6040 North Pulaski Road
Chicago 30, Ill.
Tel.: IRving 8-4064

6700 Santa Monica Blvd.
Hollywood 38, California
Hillside 6131

Radio Homes

(Continued from page 91)

County	1950 Radio Homes	1950 Households
Florence	1,040	1,087
Fond du Lac	18,502	18,899
Forest	2,407	2,528
Grant	11,302	11,748
Green	6,994	7,181
Green Lake	4,348	4,506
Iowa	5,335	5,534
Iron	2,441	2,527
Jackson	4,297	4,552
Jefferson	12,371	12,611
Juneau	5,098	5,349
Kenosha	21,731	21,950
Kewaunee	4,565	4,731
La Crosse	18,655	19,036
Lafayette	4,932	5,095
Langlade	5,734	5,899
Lincoln	6,009	6,319
Manitowoc	18,515	18,816
Marathon	20,620	21,346
Marinette	9,703	10,045
Marquette	2,593	2,710
Milwaukee	246,075	249,316
Monroe	7,805	8,242
Oconto	6,827	7,097
Oneida	5,779	6,045
Outagamie	21,588	21,984
Ozaukee	6,472	6,591
Pepin	1,951	2,028
Pierce	5,712	5,925
Polk	6,946	7,183
Portage	8,743	9,117
Price	4,480	4,731
Racine	31,086	31,400
Richland	5,204	5,426
Rock	26,699	27,216
Rusk	4,359	4,621
St. Croix	6,986	7,158
Sauk	10,601	10,986
Sawyer	2,811	2,990
Shawano	9,012	9,397
Sheboygan	23,267	23,621
Taylor	4,631	4,916
Trempealeau	6,314	6,584
Vernon	7,575	7,949
Vilas	2,667	2,801
Walworth	12,134	12,369
Washburn	3,301	3,439
Washington	9,208	9,396
Waukesha	23,363	23,599
Waupaca	9,770	10,114
Waushara	4,002	4,177
Winnebago	25,658	26,128
Wood	13,261	13,671
WYOMING		84,289
Albany	5,224	5,391
Big Horn	3,504	3,601
Campbell	1,439	1,476
Carbon	4,469	4,665
Converse	1,794	1,840
Crook	1,340	1,405
Fremont	5,182	5,461
Goshen	3,526	3,613
Hot Springs	1,587	1,634
Johnson	1,419	1,467
Laramie	12,625	12,856
Lincoln	2,413	2,460
Natrona	9,693	9,993
Niobrara	1,417	1,455
Park	4,359	4,512
Platte	2,328	2,410
Sheridan	5,961	6,126
Sublette	725	750
Sweetwater	6,132	6,315
Teton	737	767
Uinta	1,883	1,943
Washakie	1,976	2,046
Weston	1,933	1,997
Yellowstone National Park (part)	106	106

TRANSISTORS

TRIAL USE of transistors as an integral part of the nationwide toll dialing system being set up by AT&T is expected within the year, American Assn. for the Advancement of Science was told Dec. 28 by two members of the technical staff of Bell Telephone Labs, where the transistor was invented three years ago.

Dr. William Shockley, who initiated and directed the research leading to the original transistor, described a new type of this tiny substitute for vacuum tubes said to have "astonishing properties never before achieved in an amplifying device." Jack A. Morton, who directed the development of the original type of transistor until its performance is as uniform as that of vacuum tubes, reported progress to the point where Western Electric Co. is expected to put them into regular production in the "near future."

Theory underlying the transistor, developed by Dr. Shockley, "predicts that electrons in a semiconductor behave normally like negatively charged electrons and also cooperate so as to mimic the behavior of positively charged electrons of 'holes'," Bell Labs explained. Application of this theory and of "transistor electronics" engineering science based on it, to the design of devices led to the new junction transistor which was said to be "a nearly ideal amplifier for very low power applications."

Original Transistor

The original transistor, known as a "point-contact" device, was described as consisting "essentially of two hair-thin wires resting on a tiny speck of germanium, a semiconducting metallic element. These point contacts correspond to the terminals of a vacuum tube but there is no glass envelope, no vacuum and no heating element to cause warm-up delay. The entire apparatus is housed in a metal .22 rifle shell, although it may be housed in a much smaller space for certain applications.

"The new junction transistor, which is extremely efficient, is in the form of a small rectangular block, roughly the size of a kernel of corn. It has no point contacts but instead consists of a tiny rod-shaped piece of germanium, so treated that it embodies a thin electrically positive layer sandwiched between the two electrically negative ends. The transistor, which derives it name from the two positive and negative junctions, differs markedly from the point-contact type, in which the contacts of the points play an essential role.

"This new form of transistor is capable of amplifying 100,000 times. It occupies about 1/400 of a cubic inch, in comparison with a typical subminiature vacuum tube which occupies about ⅛ of a cubic inch. Transistors of this type are much more efficient than the older type and consume far less power; the original type operates on less power than an ordinary flashlight bulb."

In addition to substituting for vacuum tubes in many ways, transistors are expected to find their greatest use in functions where use of vacuum tubes is impractical, such as in complex switching machinery used in the dial telephone system. Their effect on the entire field of electronics, especially in military equipment, will be revolutionary, it was predicted. Mr. Morton said that transistors have been developed which can withstand shock and vibration better than any known vacuum tube.

Toll Dial Use Trial Planned by AT&T

1950 TV Revenue

(Continued from page 61)

took in $23,527,000.

Best bet for successful profits in TV station operation seems to be an interconnected station in a four-station community. Highest average income before Federal taxes per station was $261,605 reported by eight interconnected stations in four-station communities.

Highest average loss per station was $224,720 for seven non-interconnected stations in seven-station communities.

Profits were made by 46 stations in interconnected markets and seven in non-interconnected communities in 1950. Losses were sustained by 33 stations in interconnected areas and 20 in non-interconnected areas. Eight stations reported profits of $400,000 or more, while three stations reported losses of $400,000 or over.

FCC's report also revealed a $70,260,000 total investment in tangible property, with a depreciation to date of $20,002,000 and a depreciation cost of $50,258,409.

AM-FM Revenues

(Continued from page 27)

and operated stations, and 2,117 other stations (compared to 1,993 other stations in 1949).

National and regional networks and their O&O stations had total 1950 revenues of $110,478,458, expenses of $91,494,116 and income of $18,984,342—up 6.03% over 1949.

All other AM stations had total 1950 broadcast revenues of $332,579,387, expenditures $280,820,467 and income $51,758,920. These compare with 1949 total revenues of $304,343,424, expenses $265,985,585 and income $38,357,839. Income for 1950 thus was up 34.9%.

How network time sales revenue has continued to decrease, while national and regional spot and local sales have continued upward is indicated in the following figures:

National and regional networks and their O&O stations took in $86,054,386 in network time sales in 1950, $18,980,209 from national and regional advertisers and $7,681,610 from local advertisers.

All other AM stations took in $45,475,830 from 1950 network time sales, $99,843,671 from national and regional advertisers and $195,529,224 from local advertisers. These compare with $46,255,542 from 1949 network time sales, $89,753,066 from national and regional advertisers and $175,041,846 from local advertisers.

Clear Channels Heaviest

Heaviest average income before Federal taxes continued to be made by clear channel stations. Average income of $279,018 on sales of $1,075,125 was made in 1950 by the 62 stations in that category, an increase of 11.71% in income over 1949. Stations were identical with those reporting in 1949. Better still was the average income of the 52 clears affiliated with national networks: average income was $314,459 on sales of $1,128,101, up 10.31% over 1949.

Greatest percentage average income increase was accomplished by seven local day and part-time stations affiliated with national networks. Average income was $3,681 on sales of $64,489, an increase of 627.27%.

Once again, average income of standard stations established prior to 1942 showed up better than those stations beginning operation after 1942. Average revenues of the 813 stations licensed before 1942 was $292,993, income before Federal taxes $60,211. Average revenues of the 960 stations established between 1942 and 1948 was $91,683, income $6,686.

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Johnstone-Montei

I WANNA SAY HELLO

On Records: Sophie Tucker—Mer. 5762; Four Knights—Cap. 1840; Frank Petty Trio—MGM 11141; Sir Hubert Pimm—Kem 2710; Dorothy Loudon—Vic. 20-4428; Eddie "Piano" Miller-Diane Baron—Rainbow*; Lawrence Welk—Coral*.

* Soon to be released.

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

RCA INSTITUTES, INC.

One of the leading and oldest schools of Radio Technology in America, offers its trained Radio and Television technicians to the Broadcasting Industry.

Address inquiries to Placement Director
RCA INSTITUTES, INC.
A Service of Radio Corporation of America
350 W. 4th St., New York 14, N. Y.

FCC Actions

(Continued from page 87)

January 3 Decisions . . .

Annual Patent Reports

FCC extended time for filing comments re Promulgation of Rule Governing the Preparation and Filing of Annual Patent Reports from Jan. 5 to Jan. 31.

Application Put in File

WATV (TV) Newark, N. J.—FCC put application to change trans. location from Newark to New York City in pending file because "grant . . . would prejudice the ultimate resolution of the issues created by a comment filed in the pending television rule-making proceeding proposing that Providence, R. I. be made co-channel on Ch. 11 with New York City and on Ch. 13 with Newark, N. J."

Waived Sections of Rules

WIBU Poynette, Wis., and WWCF (FM) Baraboo, Wis.—FCC waived section 3.30(a) of rules for WIBU and 3.205 for WWCF (FM) which require a majority of programs to originate from main studios because "entire service areas are almost exclusively rural" and "in order to serve adequately those areas it is necessary to originate programs from a number of cities. . . ."

Granted Licenses

KVBC Farmington, N. M.—Granted license new AM station; 1240 kc, 250 w, fulltime.

WRFC Athens, Ga.—Granted license covering change in operating hours from daytime to fulltime, 1 kw-D 500 w-N, DA-N, cond.

WVKO Columbus, Ohio—Granted license new AM station; 1580 kc, 1 kw daytime, DA, cond.

WRJM Newport, R. I.—Granted license covering change in trans. location.

WLCM Lancaster, S. C.—Granted license new AM station; 1360 kc, 1 kw, daytime.

WGBH (FM) Boston—Granted license new noncommercial educational FM station; 89.7 mc (Ch. 209), ERP 16 kw.

KFVD Los Angeles—Granted license covering change in trans.

Modification of License

KTBS Shreveport, La.—Granted mod. of license to change name of licensee to Radio Station KTBS Inc. to KTBS Inc.

Silent Two Weeks

WCAT Rapid City, S. D.—Granted authority to remain silent from Dec. 22 to Jan. 6.

Modification of CP

WKOV Wellston, Ohio—Granted mod. CP for approval of ant., trans., and main studio location; cond.

Following granted mod. CP's for extention of completion dates:

KTBI Tacoma, Wash., to Jan. 18, cond.; KALE Richland, Wash. to March 1, cond.; KXLR North Little Rock, Ark., to July 3, cond.; KLIX Twin Falls, Idaho, to Jan. 15, cond.; WFMT Chicago to March 21; WMRC-FM Greenville, S. C., to March 15; WBEN-FM Buffalo, N. Y., to July 1, and WFAN (FM) Washington to March 16.

January 3 Applications . . .

ACCEPTED FOR FILING

Modification of CP

KGDM Stockton, Calif.—Mod. CP, authorizing changes in DA, for extension of completion date.

WJKO-FM Springfield, Mass.—Mod. CP, replacing expired CP for new FM station, for extension of completion date.

Modification of License

KWBM Williston, N. D.—Mod. of license to change name from Charles L. Scofield and James Caravaras d/b as KWBM Bcstg. Co. to Charles L. Scofield and James C. Carson d/b as KWBM Bcstg. Co.; no change in ownership involved.

License for CP

WINX Rockville, Md. — License for CP, as mod., authorizing change in frequency, trans. and studio locations.

AM—1070 kc

WDIA Memphis, Tenn.—CP to change frequency from 730 kc to 1070 kc and power from 250 w to 50 kw-D, 10 kw-N, change trans. location, install DA-DN, etc.

License Renewal

Following stations request renewal of license:

KFSD-FM San Diego, Calif.; KGDM-FM Stockton, Calif.; WNDB-FM Daytona Beach, Fla.; WFLA-FM Tampa, Fla.; WMIX-FM Mt. Vernon, Ill.; WHYN-FM Holyoke, Mass.; WMAS-FM Springfield, Mass.; WSYR-FM Syracuse, N. Y.; WGWR-FM Asheboro, N. C.; WCOL-FM Columbus, Ohio; WVKO-FM Columbus, Ohio; WTRT-FM Toledo, Ohio; WERC-FM Erie, Pa., and WPRO-FM Providence, R. I.

TENDERED FOR FILING

AM—860 kc

WOAY Oak Hill, W. Va.—CP to increase power from 5 kw to 10 kw, etc.

Modification of License

WORZ Orlando, Fla.—Mod. of license to change from DA-DN to DA-N on 740 kc.

KLIX

IS KLICKIN'

FCC roundup

New Grants, Transfers, Changes, Applications

box score

SUMMARY THROUGH JANUARY 3

Class	On Air	Licensed	CPs	Cond'l Grants	Appls. Pending	In Hearing
AM Stations	2,330	2,298	108		313	105
FM Stations	649	559	88	*1	11	2
TV Stations	108	93	15		476	171

* On the air.

* * *

Docket Actions . . .

INITIAL DECISIONS

KJAY Topeka, Kan.—S. H. Patterson. Hearing Examiner Elizabeth C. Smith issued initial decision looking towards denial of application for nighttime power increase from 1 kw to 5 kw on 1440 kc with directional antenna. Decision Dec. 28.

Saratoga Springs, N. Y.—Spa Bcstrs. Inc. Hearing Examiner Hugh B. Hutchison issued initial decision looking towards grant of application for new AM station on 900 kc, 250 w, daytime; and, denial by default application for same facilities filed by Saratoga Bcstg. Co.

Non-Docket Actions . . .

TRANSFER GRANTS

WHUM Reading, Pa.—Granted transfer of control of licensee corporation from Humboldt J. Greig and Jessie P. Grieg to Humboldt J. Grieg through voting agreement. No monetary consideration. Granted Jan. 3.

WISN-AM-FM Milwaukee and WBAL-AM-TV Baltimore—Granted assignment of licenses (and CP for WBAL-TV) from Hearst Radio Inc. to The Hearst Corp. No monetary consideration. Granted Jan. 3.

KWJJ Portland, Ore.—Granted assignment of license from KWJJ Bcstg. Co. to Wilbur J. Jerman. No monetary consideration. Granted Jan. 3.

KWSH Ada, Okla.—Granted assignment of license from KADA Bcstg. Co. to Tri-Cities Bcstg. Co. No monetary consideration. Granted Jan. 3.

New Applications . . .

AM APPLICATIONS

Knoxville, Tenn. — **Dick Bcstg. Co., 860 kc, 1 kw, daytime; estimated construction cost $32,000, estimated first year operating cost $48,804, estimated first year revenue $59,059. Partners are James A. Dick (50%), commercial manager of WBIR Knoxville, Tenn., and Marilyn M. Dick (50%). Filed Dec. 28.**

Corry, Pa. — **Olivia T. Rennekamp, 1370 kc, 500 w, daytime; estimated construction cost $9,930, estimated first year operating cost $30,000, estimated first year revenue $36,000. Mrs. Rennekamp owns 496 (out of 1,000) shares of stock in WKRZ Oil City, Pa., and is a title examiner for Kenneth E. Rennekamp and John A. Virostek, attorneys, in Pittsburgh. Filed Dec. 29.**

Commerce, Tex. — **Memorial Bcstg. Co., 1450 kc, 250 w, fulltime; estimated construction cost $14,400, estimated first year operating cost $24,000, estimated first year revenue $34,000. Memorial Bcstg. Co. is solely owned by W. W. Mangum, a brick mason, now living in Melissa, Tex. Filed Jan. 4.**

TV APPLICATION

Victoria, Tex.—Alkek-Belcher Television Co., Ch. 19, ERP 20.6 kw visual, 10.3 kw aural, antenna height above average terrain 338 ft.; estimated construction cost $149,300, estimated first year operating cost $70,000, estimated first year revenue $75,000. Equal partners are Truman Belcher and Albert B. Alkek who own 39% and 51% interest, respectively, in KNAL Victoria. Filed Jan. 4.

TRANSFER REQUESTS

KLEE Houston, Tex. — Involuntary assignment of license from W. Albert Lee, deceased, to Lowell C. Clark, Mrs. Hollie Lee, Mrs. Mary Alice Rosenberg and Lester C. Rosenberg, executors of the estate of W. Albert Lee, deceased. No monetary consideration. Filed Dec. 28.

KWBB Wichita, Kan. — Transfer of control Wichita Beacon Bcstg. Co. by transfer of 53 shares of stock (out of 153 shares) from block of stock held by Max, Louis and John Levand to John M. Hall, who holds 47 shares (and after transfer will hold 100 shares) for $5,300. Mr. Hall is manager of KWBB. Filed Jan. 3.

Stoner's Post

OWEN STONER, vice president in charge of advertising for Prince Matchabelli Inc., a subsidiary of Vick Chemical Co., New York, was reported erroneously last week as being named president of Vick Co. He was named president of the subsidiary firm, Prince Matchabelli, succeeding H. R. Marschalk, who was made chairman of the board of Prince Matchabelli and a member of the parent company's management staff. E. L. Mabry remains president of Vick Chemical Co.

Legislation

(Continued from page 26)

example, Defense Dept. funds for recruiting).

Still pending for ratification in the Senate is the North American Regional Broadcasting Agreement, now before the Senate Foreign Relations Committee, which has named a subcommittee to study the agreement.

Other pending matters include:

● House-passed bill (HR 2948) to include radio broadcasting of fraudulent advertising similar to postal law now part of the U. S. Code, awaits Senate consideration.

● Senate also has before it anti-gambling legislation. One bill (S 1624) would prohibit interstate transmission or radio broadcast of gambling information of a sport event before it starts [B•T, Oct. 15, 1951].

● Proposal that Congress probe sports activities, including radio-TV restrictive covenants.

'Television Square'

(Continued from page 62)

in order to eliminate crowdedness and to centralize handling of all camera operations.

The basement is given over to electrical power distribution, with a 1,000 ampere main switch and 75 miles of wiring necessary for technical equipment alone. Air conditioning equipment is also located there, with a reported capacity sufficient to melt 206 tons of ice every 24 hours. Flat roof is built with sufficient support to allow shooting outdoor scenes there and future construction of microwave relay equipment to send WOR's TV signal to the transmission tower, located directly across the river.

Second floor of the studio building is given over mainly to offices for the program manager, program operations supervisor, program directors and their assistants, traffic department, art department and engineering department. Building also contains locker rooms for musicians and engineers, news rooms for wire equipment, showers, and, sealed in the wall of the main lobby, a prediction box holding the sealed guesses of various writers about TV during next 100 years.

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

at deadline

'VOICE' ACTIVITY SHOWN IN NEW DRAMA SERIES

NEW SERIES titled *Your Voice of America* prepared for U. S. radio stations by State Dept. "to satisfy a long-felt demand of American broadcasters and the listening public for background material on the activities of the Voice of America." Availability of transcribed dramas announced by George E. Hughes, vice president of Associated Broadcasters, and William A. Wood, chief of radio, State Dept.

Dramas based on material from department files. Series comprises 13 quarter-hours and is contributed by Wesley I. Dumm, chairman of Facilities Group of Radio Advisory Committee to U. S. Advisory Commission on Information. Mr. Dumm is president of Associated Broadcasters, which produced, recorded, processed and distributed series. Discs can be obtained free from Associated Broadcasters, Box 87, Hollywood, Calif. First eight to be mailed by Jan. 15 and remaining five shortly afterward.

'SUPER CIRCUS' SPONSOR SCHEDULING REVISED

CHANGES and renewals in sponsorship of ABC-TV's *Super Circus* Sun., 5-6 p.m. (EST), reported by network as follows:

Mars Inc., Chicago, through Leo Burnett Inc., same city, to sponsor last half-hour every week, effective Feb. 3, replacing M&M Candy Co., which alternated that time slot with Peters Shoe Co.

Canada Dry Ginger Ale Inc., N. Y., through J. M. Mathes Inc., same city, renewing first half-hour every week Jan. 6 through 27, and alternate weeks beginning Feb. 10.

Peters Shoe Co., St. Louis, through Henri, Hurst & McDonald, Chicago, renewing last half-hour Jan. 6 and 20, moving to first half-hour, alternate weeks, effective Feb. 3.

RCA DEVELOPS NEW TUBE

TRIODE tube said to develop over 1000 w in plate-pulsed service at frequencies up to 3300 mc developed by RCA Tube Dept. Tiny triode is newest in series of pencil-type triodes. It features double-ended metal-glass coaxial electrode structure and is 2 5/16 inches long. Applications include cw and pulse services.

RCA'S 'TODAY' SETUP

SOME 110 miles of wire being installed in RCA's New York Exhibition Hall to operate communications equipment on *Today*, NBC-TV morning program with Dave Garroway, scheduled for 7-9 a.m. (EST and CST) debut, Jan. 14. Facilities will allow shortwave radio communication—individually or simultaneously—to eight different world points and as many remote TV broadcasts as cables and microwave relays can provide. Lines installed will be for radio, telephone, teletype, tape recorders, record turntables, microphones, TV cameras, and special lighting fixtures.

PHILCO REALIGNS STAFF; TV SET ALLOCATION SEEN

PHILCO Corp. will place TV receivers on allocation basis through first quarter of 1952, President William Balderston predicted at two-day sales meeting held in Chicago. He said industry would probably turn out about 5 million TV sets for year, compared to 5,300,000 in 1951. Second greatest sales year in Philco history just concluded, he said with sales exceeding $310 million.

Making major personnel changes, he announced Raymond B. George has been named corporate vice president of merchandising. Frederick D. Ogilby becomes vice president of television and radio division. John Kuneau remains vice president on executive staff in charge of public relations, also will be chairman of new merchandising committee for TV and radio activities, reporting to Larry F. Hardy, division president.

John L. Utz has been advanced to national sales manager of television. John J. Moran continues as national sales manager of radio.

JOAN CRAWFORD TO TV?

LONG-TERM contract between Joan Crawford and Warner Brothers and loan-out agreement between Stanley Kramer Co. and MGM over services of Kirk Kasznar terminated Friday, with TV cited as factor in each case.

PEOPLE...

EDWIN DORSEY FOSTER has been elected vice president and director of planning for the RCA Victor Division, it was announced today by Charles M. Odorizzi, Victor operating vice president, following a meeting of the RCA Board of Directors.

PAUL JAMES HUTCHINSON, formerly with WAAT and WATV (TV) Newark, joins Headley-Reed Co., New York, station representative firm, effective today (Monday).

COL. WILLIAM MAYER to join ABC network as executive assistant to Harold L. Morgan Jr., vice president of ABC-TV Program Dept. effective Jan. 15. Considered expert in Far Eastern affairs, Col. Mayer's service with U. S. Army, from which he is retiring, included tour of duty as War Dept. general staff member.

JOAN RUTMAN, timebuying staff of Biow Co. N. Y., to radio and TV department of N. W. Ayer & Son, that city, in same capacity.

E. BURT CLOSE formerly with Sun Oil Co. merchandising and sales promotion, has joined Consumer Products Advertising & Sales Promotion Dept. of RCA Victor Division, to supervise new line of air conditioners.

TWO-THIRDS OF AFFILIATES RAISED RATES, SAYS DUMONT

IMPLEMENTING earlier statement on television time charges [B•T, Dec. 31, 1951], DuMont TV Network said Friday that about 65% of its affiliates have announced increases averaging 10%. Some 31 announced boosts as of Jan. 1, network said, while seven plan increases for Feb. 1 and six for March 1.

DuMont noted current round of increases is smallest "semi-annual" raise, from percentage standpoint, in history of networks, which it interpreted as "presumably an expression of opinion on the part of the majority of TV station operators that the 'ceiling price' of TV is being approached in many markets."

Even so, costs-per-thousand of all affiliates are lower than ever, DuMont pointed out. It reiterated that its owned-and-operated stations—WABD New York, WTTG Washington, WDTV Pittsburgh—are not now increasing rates despite substantial increases in set distribution and, in case of WABD, addition of 3,000,000 to population coverage via shifting to Empire State Bldg. antenna tower.

Business Briefly

(Continued from page 5)

about 50 markets for its His-to-Plus. Agency, Ted Bates Inc., N. Y.

TEXTILE SHOW ● Pequot Mills, N. Y. (sheets, pillow cases), to sponsor Mon., Wed., Fri. programs of *Paula Stone Show* (12-12:15 noon, Mon.-Sat.) on WMGM New York and other LBS stations. Agency, Jackson & Co., N. Y.

TEXCEL SIGNS ● Industrial Tape Corp. (Texcel) signed to sponsor second cycle of quarter-hour segment, *Rocky King Detective*, on DuMont TV Network. Agency, Kenyon & Eckhardt, N. Y.

AGENCY NAMED ● Hat Corp. of America, N. Y. (Dobbs, Knox), names Lambert & Feasley, N. Y., for 1952 winter and fall advertising.

LIFE NEWS ● *Life* magazine to sponsor Robert Montgomery in five-minute across-the-board news commentary on NBC Radio, starting Jan. 10, 10:30-10:35 p.m. Agency, Young & Rubicam, N. Y.

NBC Asks FCC to Relax UHF Ownership Rule

TO ENCOURAGE development of UHF television, NBC Friday petitioned FCC to amend its ownership rules to limit common ownership to five VHF stations. Rules now limit common ownership to five TV stations, whatever the classes.

NBC petition makes no mention of any limitation on UHF station ownership. It apparently takes position that arbitrary limitation of UHF stations is unnecessary and that Commission can prevent over-control on case-by-case basis.

Calling attention to fact that only 26 UHF out of more than 460 TV applications are on file with Commission, NBC states that it is "willing and able" to get into UHF operation at earliest date. It also implies that other entities now with five TV stations would be willing to get into UHF, which in turn would encourage newcomers to apply for UHF channels in their communities.

UHF operation in Bridgeport has cost NBC over $2,500,000 during two years experimental RCA-NBC station has been operating, NBC petition states. It has operated on five-day-a week schedule, it says.

No real danger of undue concentration of control is contained in proposal to permit more than five TV stations to one owner, NBC petition contends. It calls attention to prediction that there will be in few years 2,500 TV stations and states that any problem of control would be "handled appropriately upon consideration of a particular application."

NBC proposal is in keeping with suggestion of Comr. George E. Sterling in speech before Armed Forces Communications Assn. in New York last November. He said it might be good idea to let networks have "two or three" UHF stations in addition to the five VHF they might already have [B•T, Nov. 5, 1951].

At same time, change in ownership limitation rules has been pending at FCC for some months [CLOSED CIRCUIT, Nov. 26, 5, 1951]. At present, rule limits AM owners to seven stations, FM to six, and TV to five. Amendment is pending which would permit more than these numbers, depending on ownership degree.

In the Heart of America...

It's the

KMBC KFRM

Team...and It's "Wholehearted"

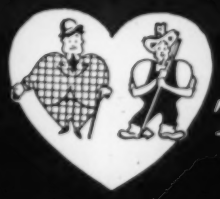
Wholeheartedly reliable . . .

In the course of more than thirty years of broadcasting, Arthur B. Church, president and founder of the KMBC-KFRM Team, has taught the folks in the Heart of America a great lesson. That lesson is the fact that wherever they go there will be radio—and—if it's KMBC-KFRM, it will be *good* radio.

This earnest policy of reliability spreads both ways. Listeners in the rich Kansas City Primary Trade Area look to The KMBC-KFRM Team as they have for years, for the latest and greatest in broadcasting. They name The Team their favorite source for news, sports, special events, educational programs and fine wholesome entertainment day in, day out, year after year.

At the same time, advertisers find that radio schedules placed on The Team get results. They know that they can depend on KMBC-KFRM for reliable service, and be sure that their sales messages are reaching the major share of the radio audience.

Yes indeed, The KMBC-KFRM Team is wholeheartedly reliable. That's why KMBC-KFRM has and holds the audience and why to sell the whole Heart of America, wholeheartedly, it's . . .



The **KMBC-KFRM** *Team*

6TH OLDEST CBS AFFILIATE • PROGRAMMED BY KMBC

OWNED AND OPERATED BY MIDLAND BROADCASTING COMPANY